

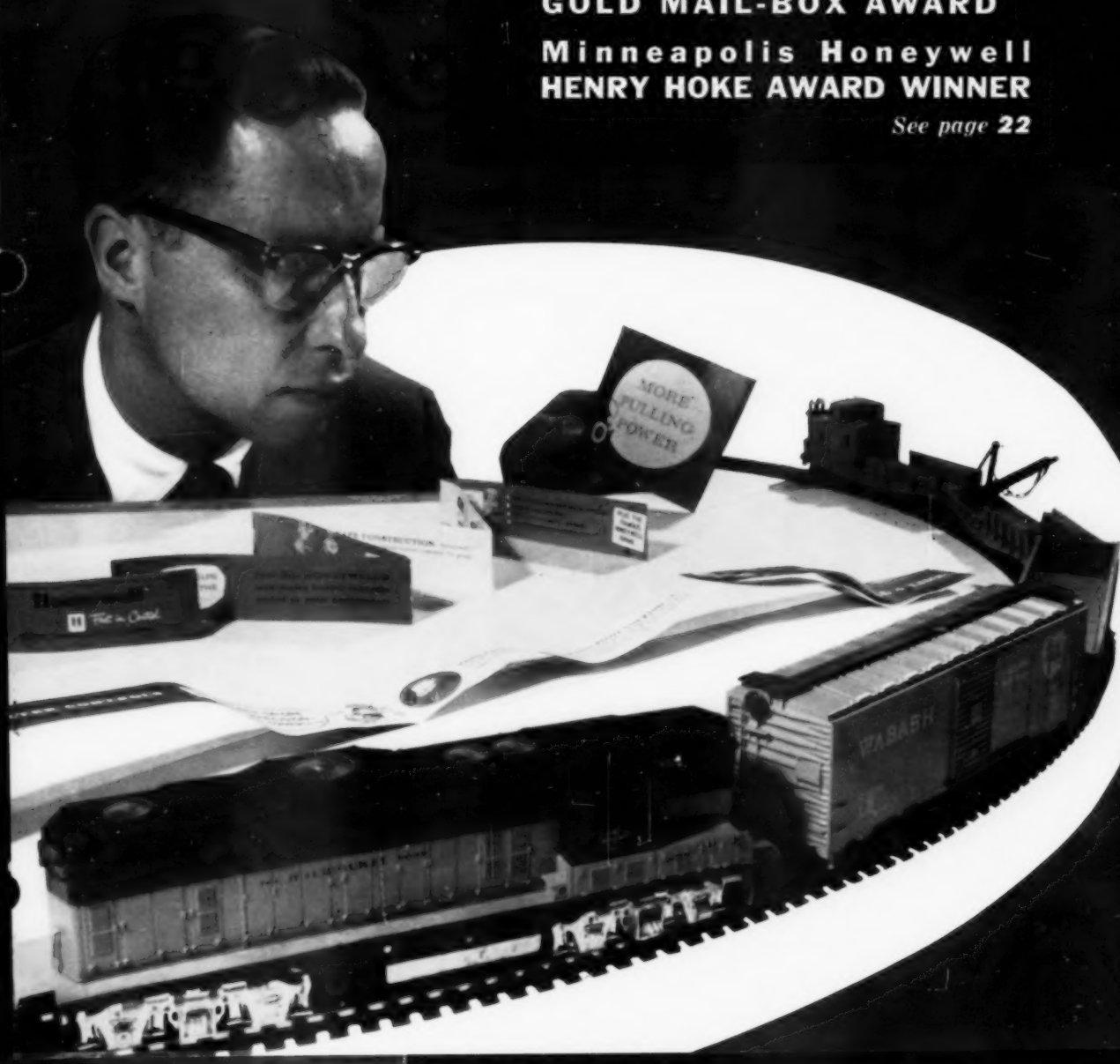
OCTOBER / 1959

THE REPORTER OF
Direct Mail
advertising

**Talon, Inc. wins DMAA'S
GOLD MAIL-BOX AWARD**

**Minneapolis Honeywell
HENRY HOKE AWARD WINNER**

See page 22





They know a good story when they see one...

(like a 12½% return over a week-end, for instance!)

The editors of Advertising Age are constantly alert to unusual marketing happenings. That's why they prominently featured on page 3 of the Sept. 7 issue the news story we've reproduced here.

Like many good people who have a problem, the people at Krueger Brewery came to us. We worked it over, came up with a proposed solution.

On Friday, Aug. 28, we dropped into the mail some 24,000 letters. By Tuesday, as the clipping says, 3,073 people had responded, accepting Krueger's offer of a gift of 100 "Toast of All Nations" napkins. By the following Friday—*just one week after mailing*—the total response had exceeded 9,000—a cool, cool 40% return!

Got a problem? Whether you want to sell beer*, promote business service, sell merchandise from a catalog, get new leads for a product, or whatever... Lawrence G. Chait & Co. can provide the creative thinking that results in the kind of direct mail promotion that will do the job for you. Come one, come all.

**PS—Let's face it... Krueger's not in business just for the fun of distributing some 900,000 free napkins. They want to sell their fine, new Ambassador Export Brewed Beer. And sell it they did... sales totals in the three test communities are up, up, up... gratifyingly up!*

Lawrence G. Chait & Co., Inc.

Counselors in Advertising & Selling by Mail

375 Park Avenue • New York 22, N. Y. • PLaza 1-7220

Krueger Brewing Mail Test Reveals Big Doily Demand

Brewer's Push for Ambassador Label Nets 'Fantastic' Response

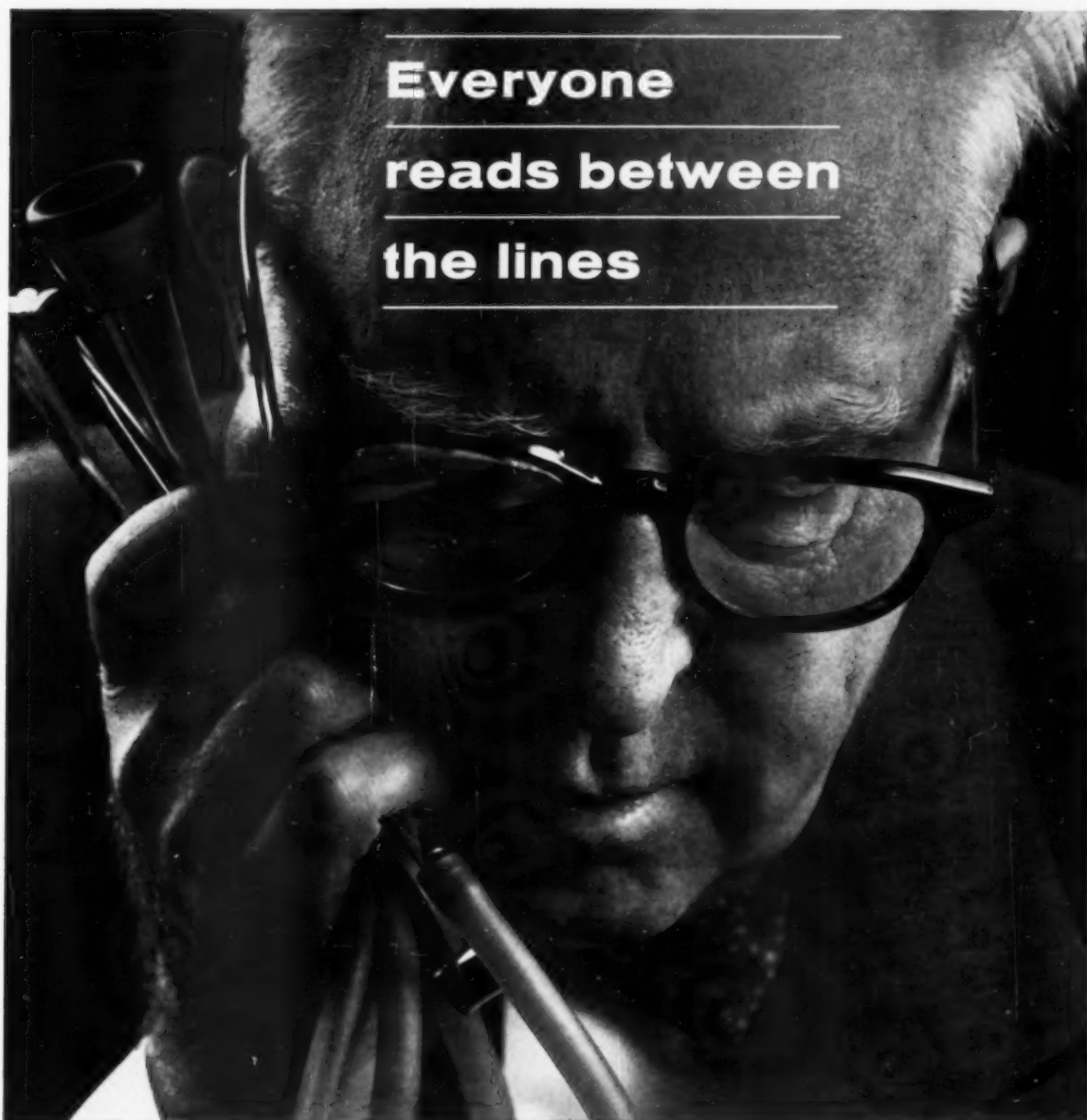
NEWARK, Sept. 1—G. Krueger Brewing Co. is testing direct mail as a promotion medium for its Ambassador beer. Early returns have been unusual.

The New Jersey brewer recently appointed Lawrence G. Chait & Co., New York direct mail specialist, to handle a special direct mail test program.

On Aug. 28, a third class mailing of 24,000 letters was sent out to every individual listed in the telephone directories in DuMont, Livingston and Union, N. J.

The letters, on Krueger stationery, are signed by Heinz M. Glaeske, president of the brewery. They outline the virtues of Ambassador as an "export brewed beer," saying it "is less filling than average beers, yet gives you more beer in your beer." Each letter offers its recipient a package of 100 paper cocktail napkins imprinted with a map and the words used in various countries as a traditional drinking toast. All a recipient has to do is mail an enclosed postal card.

■ Early returns are described as "fantastic." At the brewery it was said that returns received and tabulated up to noon today (the fourth day following the mailing, including a Sunday) totaled 3,073.



Everyone
reads between
the lines

This Doctor is diagnosing a business firm: He is reading a brochure sent to him by a medical supplier. He studies the text and pictures carefully. And unconsciously, he *reads between the lines* — looks for evidences of sincerity and good taste. From seemingly little things — the courtesy of the wording, the reproduction of pictures, the feel of the paper — he forms his opinion of the company and its products. If the company shows respect for him through a well-presented message in a well-printed brochure — he will respect the company in return. *Respectful printing begins with a good printer.* See him early. The chances are he will specify Warren printing papers. He will get better results with Warren papers — and so will you.



printing papers make a good impression

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.

City _____ Zone _____ State _____





THE MAGAZINE OF BUSINESS PROMOTION

PUBLISHING OFFICES:

224 Seventh Street
Garden City, L. I., N. Y.
Pioneer 6-1837

Henry Hoke, Jr.
Publisher

Dudley Lufkin
Field Editor

M. L. Strutzenberg
Business and Readers Service

G. M. Bornbusch
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224 Seventh Street
Garden City, L. I., N. Y.
Pioneer 6-1837

MIDWEST

J. K. Rotskoff
605 N. Michigan Ave.
Chicago 11, Illinois
DElaware 7-0120

WEST

H. L. Mitchell & Associates
1450 Lorain Road
San Marino, California
CUMberland 3-4394

HOW MUCH OF A BARGAIN MUST A PHILLIPSBURG INSERTER BE BEFORE YOU'LL BUY ONE?



The women — bless 'em — love a bargain. But somehow we men folks don't trust a bargain. A bargain doesn't always have to be picked up from the Mark-Down counter. Executives who recently have been pokin' around the mail room know a bargain when they see the Phillipsburg Inserter. Rising postage costs and dislocated help . . . overtime and supervisory time . . . overhead and understaffing . . . all create a pressing need for self-servicing the mail — mechanically! The Phillipsburg Inserter is a bargain any way you look at it . . . for big or little mailers. It pays for itself many times over by automating the gathering and stuffing of mail matter. *Where's that trading instinct Mr. Bargain Hunter? Have fun with that coupon.*

FINER PRODUCTS THROUGH IMAGINATION



**Bell & Howell
Phillipsburg**

4 F. JACKSON B'VD., CHICAGO 4, ILL.
Successor to Inserting and Mailing Machine Company



PHILLIPSBURG INSERTER



Bell & Howell Phillipsburg Co., Phillipsburg, N. J.

- ☐ Send brochure, "Modern Mailing through Mechanization"
- ☐ Have representative call to arrange demonstration
- ☐ Send Case History Study on _____
(type of business)

NAME _____
FIRM _____
STREET _____
CITY _____ ZONE _____ STATE _____

7510

**HURRY!
HURRY!
HURRY!**

**READY TODAY!
LIMITED SUPPLY!**

**Your Newest . . . Your Finest . . .
Your Greatest Money Maker . . .**

GOES 1959 HOLIDAY LETTERHEADS

53 Beautiful . . . colorful distinctively Personal Holiday Letterheads . . . Ready for you to imprint with your customers letter, or your own.

17 Contrasting or matching envelopes . . . produced for you in multi-colors and gold . . . Designed to add elegance to your Christmas "Personal" letters.

10 TRUCOLOR prints reproduced on folders to give you and your customers the values of a personal message . . . plus the beauty of the full color Goes scenic TRUCOLOR prints.

10 Charm . . . designs that spell warmth . . . colors that hold attention . . . Pictures that truly express the feeling of the Holiday Season. All on fine Kromekote. And . . . Many other features!

FREE Goes 1959 Holiday Letter Sales Portfolio. Just attach this coupon to your letterhead, we'll rush the samples to you.

Yes: We want to show GOES 1959 HOLIDAY LETTERHEADS. Please send a FREE sample kit to:

NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____

GOES LITHOGRAPHING COMPANY
42 W. 61st ST., CHICAGO 21, ILLINOIS



SHORT Notes
DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

☐ **A NEAT PROMOTION STUNT** was tried recently by Station WILX-TV in Battle Creek, Mich. A select group of sponsor-prospects received a regular 10-pack assortment of Kellogg's cereals. There was a wrapper around the well-known Kellogg's package, explaining how the TV station serves advertisers from Michigan's "Cereal City." Stunt received favorable attention.

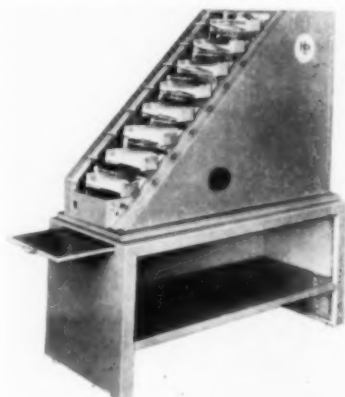
☐ **YOU CAN NOW SEND CANDY** by Western Union. CandyGram, Inc., 611 N. Sacramento Blvd., Chicago 12, Ill. has completed arrangements with Western Union to have one and two-pound sizes available in freezers located in 600 Western Union offices throughout the country. The chocolates are being manufactured by Stevens Candy Kitchens, Inc. of Chicago, makers of the Mrs. Stevens and Martha Washington lines. The sender's personal telegram is incorporated as the actual box cover. Young & Rubicam has been appointed as the advertising agency to popularize the project.

☐ **FIRST PROMOTION PIECE** to reach us offering public relations and advertising services in the fiftieth state came from Roy J. Leffingwell, 116 S. King St., Honolulu 13, Hawaii. You might like to write and ask him for his interesting little folder describing the Hawaiian language and the most colorful words. We didn't know until now that most Hawaiian words are spelled with the five vowels and only seven consonants (a, e, i, o, u, h, k, l, m, n, p, w.)

☐ **IT WON'T BE LONG** until we can give you some good news about the mail order racketeers. There are more investigations going on right now than we've heard of in any previous period. Postal inspectors, FTC investigators and district attorney offices are really beating the bushes to uncover evidence of fraud among all these fellows who offer franchise deals to put you in the mail order business, or who offer crackpot

schemes for home mail order or home addressing enterprises. One such organization in Los Angeles was cited for fraud a few weeks ago. No use to mention the name now since it will be better to list all of those closed up after the investigations are completed. We repeat again: If you get examples of suspicious-looking mail order schemes . . . send the evidence immediately to your local postal inspector.

☐ **A NEW COLLATOR** is on the market. It is a high-speed, electric machine for gathering printed or mimeographed sheets. Manufactured by Halverson Products Co., 1051 N. Paulina St., Chicago 22, Ill. Brings together eight sheets per second. Finished sets of paper are



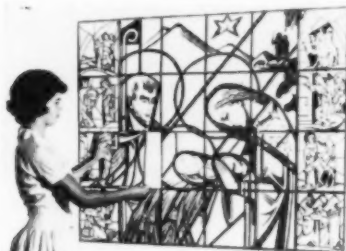
stacked automatically in a crisscross pattern, affording easy pickup for stapling, binding or padding. Occupies just 20" x 48" of floor space and is 57" high. Quiet operation makes the unit suitable for offices as well as offset duplicating centers, advertising departments and mailrooms. Price is \$1,500 complete, plus freight.

☐ **OPEN LETTER** to O. E. Peterson, editor, Kiwanis Magazine, 101 E. Erie St., Chicago 11, Ill.: That was a lousy article in your August issue, titled "Gong & Gavel," written by Oren Arnold, member of the Phoenix Kiwanis Club. He promotes the idea of a Society for

the Suppression of Junk Mail. Wants members to write to the Post Office protesting against this terrible "subsidy." He fails to mention that the magazine in which his unfair words appeared enjoys a much lower subsidized rate than the berated third class mail. Thousands of Kiwanians who make their living from the graphic arts or in some part of the direct mail field must have been shocked by this unwarranted attack on the second largest form of advertising.



□ **IMITATION STAINED GLASS WINDOWS** for Christmas is a novelty item being mail order marketed by Stained Glass Color Art, P. O. Box 82, Waukesha, Wis. The \$2 do-it-yourself item comes in a folder containing big folded sheets printed on both sides with authentic nativity stained glass designs. Makes 24 "panes" (nearly 16 square feet). Can be trimmed or arranged to fit



nearly any sizes of windows. Instructions tell how to first apply oil to the special paper (for transparent effect), then how to color the sections with crayons by following a key color listing. Should be a good seller for the Christmas period. Idea is cleverly packaged and is being well promoted by Ken Chandler's Advertising Agency in Oconomowoc, Wis.



□ **BETTER ART** seems to be creeping into direct mail all along the line. We've been impressed by some of the mailing pieces issued by Minnesota Mining and Manufacturing Co. Beautiful oil paintings (by Mayers) in full color attract instant attention both on the outside and inside of the three-wing folder. Excellent job of explaining in 1-2-3-4 and so forth fashion the advantages of this "Thermo-Fax" office copying machine.



□ **CHARACTERISTICS OF TELEPHONE HOUSEHOLDS** is title of new study issued by O. E. McIntyre, Inc., Westbury, New York. Includes data on income, occupations, ages, number of children, and length of residence of 36.5 million telephone homes, compiled from Current Population Survey of March 1958 conducted by the Bureau



Don't squander Reply-O-Letter leads on your salesmen all at once

*Dole them out just enough at a time —
to keep your salesmen opening doors
on live leads all day long.*

Why not give them out all at once? Because with Reply-O-Letter you get so many more inquiries (usually 30 to 40% more) that your men might be confused by the quantity and lose respect for the quality.

And Reply-O-Letter inquiries are the highest quality leads you can get. In fact you can tighten up your sales appeal to heavily qualify your prospects—and still the leads roll in.

Find out how Reply-O-Letter with the built-in reply card works to put new vigor into your sales program — how we keep your salesmen sold on the value of Reply-O-Letter leads — how our skilled letter writers and artists help put across your sales message. We've been doing it successfully for 25 years.

Get further details about the sales forces we serve. Write for a copy of our booklet "It Was Answers He Wanted." On your letterhead, please.

REPLY-O-LETTER

9 Central Park West, New York, N. Y.

Sales Offices:

New York • Boston • Chicago • Detroit • Cleveland • Toronto



SHORT CUT

to more effective selling

When salesmen are lost in a maze of unproductive calls, give them a short cut to sales with a planned direct mail program.

Direct mail, applied selectively to active markets, draws out responsive prospects... cuts the number of call-backs... guides your salesmen to more profitable performance.

For a short cut to successful direct mail, call on the creative experience of the Hickey Murphy Division of James Gray, Inc., direct mail specialists for thirty-nine years.

Learn how this experience can help you by writing for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

**THE HICKEY MURPHY DIVISION
OF JAMES GRAY, INC.**

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000

of Census. Was interesting to note that only $\frac{3}{4}$ of the 50.4 million U.S. households have telephones. Write E. MacNeal at OEM, 375 Park Ave., N. Y. 22, N. Y. for a copy of 74-page report.



□ GOODBYE TO THE "PIANO":

The "piano" in Post Office parlance was a cumbersome conveyor apparatus at which standing men and women worked sorting mail into long and short sizes, and facing addresses and stamps in one direction so the pieces could go through the postage canceling machines. The Post Office Dept. is now installing automatic facing and canceling machines



(pictured here). Six-member crews handling each tandem unit can process about 27,000 letters per hour compared with 16,000 per hour processed by ten persons using the old piano system. The machine was developed for the Post Office by Pitney-Bowes of Stamford, Conn., manufacturers of Postage Meters, working by agreements with Werkspoor, N. V., of Amsterdam, Holland, creators of mail handling devices.



□ **SOUND** was added to a recent mailing piece of Grosset & Dunlap... the book publisher. Bookstores throughout the country received a $6\frac{1}{2}$ " x $6\frac{1}{2}$ " folder with four side wings of equal dimensions. The side flaps carry a continuing message as each flap is opened. First title: "A sound approach to book-selling." Second: "The sound of radio." The third flap carried the story that Grosset & Dunlap's children's books will be advertised on Don McNeill's famous "Breakfast Club" radio show for two months, October 15 to December 12. When the last flap is opened, tucked inside is a square piece of cardboard stamped with a round 33 $\frac{1}{3}$ rpm record. When we tried it on our hi-fi, we were surprised at the high quality of the laminated cardboard record. The voice was Don McNeill telling about the tie-up of Grosset & Dunlap books with the "Breakfast Club." All very well done.

Blotters!

Blotters!!!



**There is a
SORGH BLOTTING
for Every Price and
Every Purpose**

- Kromekote® Blotting*
- Enameled Blotting
- Bluebird Blotting
- Porcelain Blotting
- Record Blotting
- Utility Half-tone Blotting
- Mosaic Embossed Blotting
- Basketweave Embossed Blotting

*Lined with Kromekote brand cast coated paper made by The Champion Paper and Fibre Company.

Ask your Sorgh distributor for swatch books and sample sheets of each of the Sorgh Blotting grades. He'll be glad to supply you.

Still the No. 1 Choice of the Nation's Leading Advertisers for Long-Life Advertising Value!

Year after year, advertisers the nation over continue to award blotters first place in their selection of the printed piece that gives the greatest advertising value over the longest period of time.

The blotters shown in Sorgh's new Sales Blotter Sampler (illustrated above) are typical of the confidence top advertisers place in the effectiveness of blotters for building sales and good will. These advertisers are convinced that "wastebasket-proof" blotters are the surest way to produce the greatest number of advertising impressions at the lowest cost. And most important—they know that the quality Sorgh Blotting provides each of their blotters with an eye-appealing background of the very best in appearance and attention-getting value.

Why not let blotters do a selling job for you—soon!

If you would like a copy of Sorgh's new Sales Blotter Sampler, simply write us. We'll be happy to send you one.



THE SORGH PAPER COMPANY • Middletown, Ohio

• Manufacturers and Converters of Stock Line and Specialty Papers

Offices in NEW YORK • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

SORGH STOCK LINES

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL • REGISTER BOND
MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORGH'S BLOTTING • BRILLIANT VELLUM
TENSAX • GRANITEX • PARCTEX



**PRIDE
IS THE DIFFERENCE**

**Atlantic
Mimeo Bond**

Genuinely watermarked with name and substance weight. A quality impression paper made for high-speed presses and office reproduction machines. Has excellent ink receptivity, yet is quick drying.

Controlled surface characteristics give you sharp, clear copies without offsetting.

White in three weights (16, 20, 24). Six colors available in two weights (16, 20).

Ask your Franchised **EASTERN** Merchant for samples. Or write direct.



EASTERN

EASTERN FINE PAPER AND PULP DIVISION
STANDARD PACKAGING CORPORATION

BANGOR, MAINE

For the record, we ought to tell you where this peculiar format of four flaps originated. It was a creative brainstorm of Harold Stedfield back in 1934 or 1935, as a curiosity piece to attract attention for the traveling DMAA exhibits. Every once in a while someone revives it, with good effects.



WARNING: The increase to 2½¢ minimum per piece on third class permit bulk mail does NOT go into effect (if then) until July 1, 1960. Unfortunately, a number of production and supplier organizations became confused last year and put out bulletins stating second raise became effective January 1, 1960 (first one to 2¢ became effective January 1, 1959). But at the last minute, Congress changed the last effective date in order to learn what impact of higher rates would be. Don't blame a lot of you for being confused in estimating your budget. No matter what anyone told you, the minimum 2½¢ rate on third class bulk does not take effect until July 1, 1960. But in the meantime, there's a slim chance that Congress may cancel or delay it.



THAT WAS A GOOD ADVERTISEMENT run by the Illinois Central Railroad in newspapers along their lines during August. "Can You Afford Featherbedding?" was the title. Ad was reprinted and used as a direct mail piece. Told about foolish outmoded union rules which have lost the railroads a vast volume of traffic and reduced the number of railroad jobs. While Congress is after the hoodlums . . . they may as well tackle the featherbedders. And that applies to all industries, including printing. There is no excuse for forcing the employment of workers when there is actually no work for them to do.



SOMEBODY SHOULD WATCH THEIR STEP . . . at Willys of Hollywood, 1141 N. Highland Ave., Hollywood 38, Calif. The reason: Someone there (either an employee or an officer) is collecting business reply envelopes. These are being stuffed with uncanceled third class permit mail from Willys announcing an anniversary sale. The business reply envelopes are also being rubber stamped front and back, "Anniversary Sale — 1 Pair Free — With Every 3 Pairs You Buy." So far, it has been impossible to get the Post Office to rule that this unethical practice is actually illegal. In a former administration, postal officials at least tried to give the impression that the misuse of business reply envelopes was actually illegal.

But in this Willys case . . . there is an actual illegality. It is definitely against regulations to mail third class permit mail in any other fashion than to deposit it in the post office and pay the prescribed fee. If such third class material is mailed by any other method, the permit indicia must be canceled out. We'll be interested in seeing what the Post Office has to say about this case.



GOOD GUESSING: In the December 1958 Reporter (page 24) we reported on the outstanding alumni membership promotion campaign of Joe Sherman of Clemson College in South Carolina. We thought it was one of the best and most simple college promotion campaigns we had ever seen. At the late June 1959 annual convention of the American Alumni Council at Mackinac Island . . . the Clemson campaign was given the Time-Life Award for best alumni dues campaign of the year. Joe should feel rightly proud of his achievement . . . and The Reporter feels proud it had the good luck to spot a sure winner.



BUSINESS WEEK promotion men developed another novelty folder to emphasize the value of advertising in that magazine. A tricky thick paper folder showed a small roller bearing unit fastened to the lefthand side. When the right wing of folder is lifted, there is a strip attached which runs under a die-cut on the left side. The opening operation forces the bearing to roll toward the right. Folder then tells the story of how these bearings keep "Business Week" rolling off the presses week after week, but it also tells how SKF has used "Business Week" for 28 consecutive years, directing 270 pages of advertising to management men. A dramatic way to handle a testimonial mailing.



SHELL PROGRESS for August 1959 was a dandy . . . a collector's item. Editor John Earl Davis (for Shell Oil Co., 50 W. 50th St., New York 20, N. Y.) pulled out all the stops in celebrating the 100th anniversary of oil. With the help of many old pictures and drawings . . . Jack and his assistants have told a fascinating story of what happened to the world as a result of that first well drilled in Titusville, Pa. on August 28, 1859. It ushered in a new era which saw the development of more than 4,000 different products of petroleum and natural gas. We got a kick out of the reprint of a story from the July 1899 issue of McClure's Magazine predicting that new self-propelled carriages had a



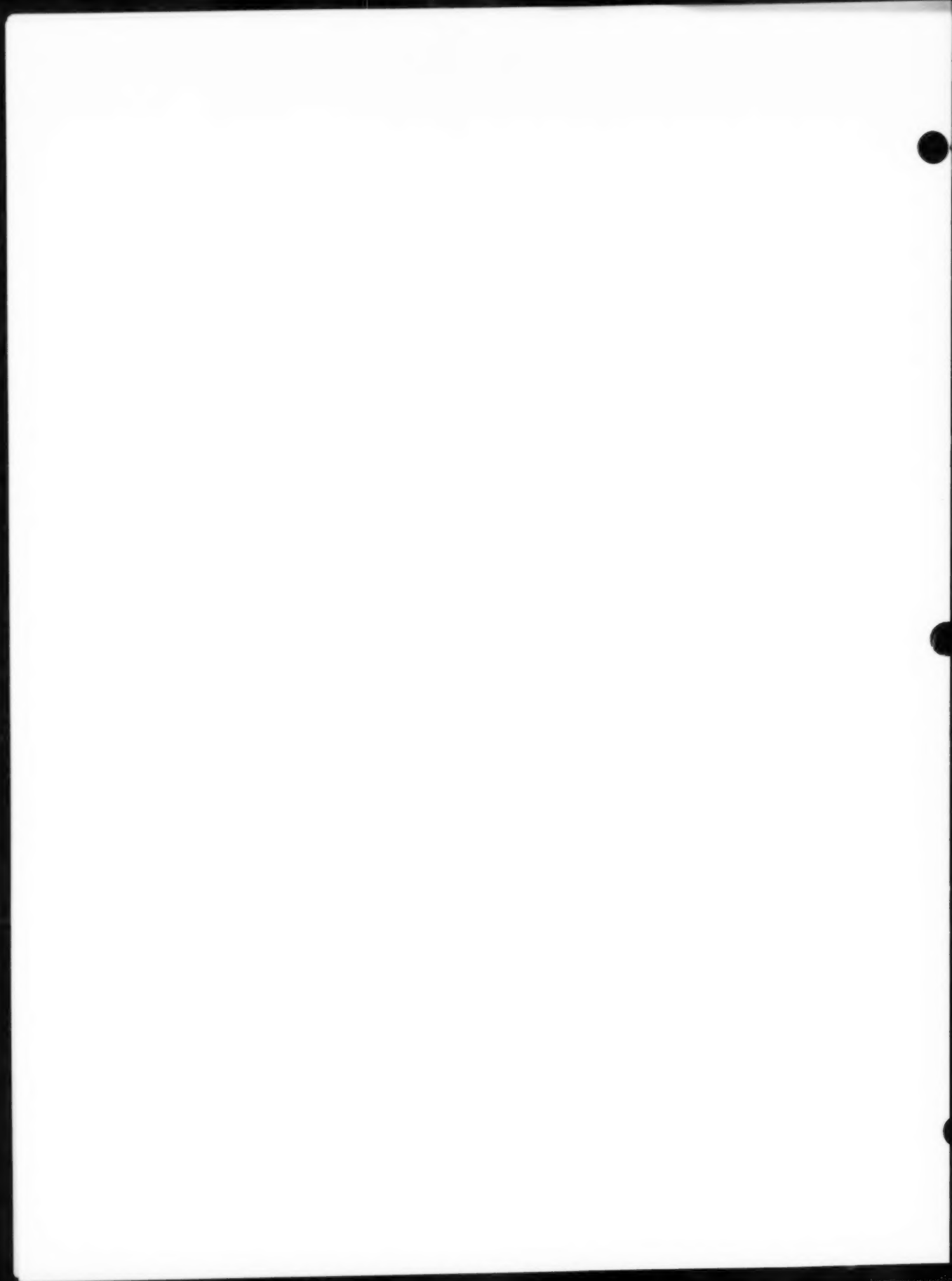
PRIDE IS A LION. The sight of a small boy pulling a ferocious tail. The satisfaction of putting a smile on a grandson's face. Pride. The joy of things more than well done. A reason proud printers turn often to Atlantic fine papers.



Cover • Bond • Opaque • Offset • Ledger • Mimeo • Duplicator • Translucent

Atlantic

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, MAINE



great future . . . "for one thing, they are cheaper than horses." Shell Progress has had many fine issues in its 29-year history of industrial publishing. But this one tops them all. Congratulations!

□ **A NEW OFFICE PHOTOCOPY MACHINE** is called the Mark IV and is being offered by the International Photocopy Corp., 564 W. Randolph St., Chicago 6, Ill. The manufacturer claims that this new machine is the equivalent of four machines in one. It has the



capacity to make single or multiple photocopies by transfer process; copy book pages without special additional equipment; make diazo prints from translucent material; or expose pre-sensitized offset plates. There is an interesting circular available.

□ **IN AUGUST SCUTTLEBUTT**, we mentioned that someone had started a society to promote the idea of having all animals clothed (to protect children from the facts of life). Project was not supposed to be a gag. But now we learn that many people were fooled by the prankish promotion of G. Clifford Prout, who has a small office at 507 Fifth Ave. in New York. He has certainly obtained reams of publicity; has appeared on Jack Paar's television show and on other spots. The New York Daily News gave him a full-page feature. Some of the folks in direct mail know him to be a skilled entertainer and funny man. We'll watch to see what his Society for Indecency to Naked Animals (SINA) is leading up to.

□ **INCENTIVE PROGRAMS** are more popular than ever before. We see them mentioned in many internal house magazines and other promotions to sales forces (including the wives of salesmen). The prizes being offered are worth fighting for — trips to Bermuda or Europe, complete home movie outfits, etc. Manufacturers of logical prize items are promoting the idea among companies with sales forces. Two glamorous promotions reached us this month: One from Victor Asselin Fur, Inc., 363 Seventh Ave.,

KNOWN FOR *Research*



MARKET DATA • CASE HISTORIES
BUSINESS LIST SPECIALISTS



BIRTHLIST SPECIALISTS
TESTED FACTS • RESEARCH REPORTS

"The Man in the Gray Tweed Suit"

**RESEARCH
COORDINATION
SERVICE
CREATIVITY
IDEAS
FACTS
SELECTIVITY
RESULTS
ACCURACY**

The right formula + The best appeal + The correct format = **PROFITABLE DIRECT MAIL**

Mail advertising experts agree that a profitable formula can only be developed through research.

A national baby food company reduced its direct mail costs by nearly 40%, and increased results by approximately 15% . . . all tests and research were directed by an LMR consultant.

You will find the LMR consultant always dressed in a gray tweed suit. He is easily recognized in

this way, yet many mail advertising executives remember him because of his ability to plan an effective research program . . . eliminating the costs of many tests because of facts developed from hundreds of related tests previously conducted. He is known for research.

To contact "The Man In The Gray Tweed Suit", ask your list broker to arrange an appointment. . .

Lisle M. Ramsey and Associates, inc.

404 SOUTH FOURTH STREET, SAINT LOUIS 2, MISSOURI, CHestnut 1-6626

COMPILERS OF NATIONWIDE BIRTHLISTS AND BUSINESS LISTS



A Cupples PERSONALIZED envelope is just your type. We offer you 60 years of experience. Let us assist you in increasing your direct-mail advertising returns.

Our art department is at your service with an unlimited supply of fresh ideas for your direct-mailings, free of charge.

1898 - 60th ANNIVERSARY - 1958

S. Cupples
envelope co., inc.

360 Furman Street Brooklyn 1, New York TR 5-6285, 6, 7, 8, 9

OTHER OFFICES: BOSTON • WASHINGTON • PHILADELPHIA

New York 1, N. Y., with a sixteen-page colorful catalog showing beautiful models wearing equally beautiful fur pieces. Prices (at wholesale) range from as low as \$300 for stoles to as high as \$4,500 for mink coats. Catalog worth getting. Another interesting incentive promotion came from Silhouette Marine Ltd., 150 Spring St., New York 12, N. Y., with letter and circular telling about sales-boosting advantages of offering an English-built cruiser Mark II as a grand prize. Deluxe model is \$2,500. You can get a 24-page booklet on "Silhouette Sailing" for 25¢ (no stamps).

□ **FIRST PRIZE** to the writer of the most stupid letter of the year goes to James B. Carey of the Electrical Workers and vice president of AFL-CIO. His intemperate letter to members of Congress who voted for the labor reform bill will go down in history as the most asinine political mistake of the century. Congressmen may be swayed by personal persuasion, but a publicly publicized threat to defeat them at the polls for actions they take in Congress . . . most always proves to be a boomerang. The public, including labor's most devoted friends, wants to see hoodlums driven out of the union movement. The moral here for letterwriters: Think before you write. Especially if you are in an angry mood.

□ **THE CENSORSHIP PHOBIA** is getting sillier and sillier. The police in Houston, Texas arrested five newsdealers and one grocer, and seized twenty magazines on charges of obscenity. The six out on bond awaiting trial. Naturally, the situation has caused a local storm with national repercussions. If the magazines have second class permits (not revoked) they are considered as legal entries in the mail. Just who has the right of censorship? Surely not individual police officers and local district attorneys. Instead of seizure, they should take proper action in the courts.

□ **THE POST OFFICE DEPT.** has announced a "Project Gateway" . . . which is to be a fully mechanized experimental postal handling laboratory to be built on a twenty-acre site in Oakland, Calif. Contract for studying, designing and building has been awarded to the Food Machinery and Chemical Corp. It is expected that the project will be completed within the next two years. This project, together with the one now building at Providence, R. I., will probably mold the Post Offices of the future. We understand that machines, devices,

How to Beat the New \$5.00 Increase in Postal Rates *and other increased costs*

By Maxwell Sackheim

Third Class mail goes up another half cent next July 1st.

Crying, bewailing, protesting, won't help you.

You've got to face the facts.

The only way to beat increased costs is to *get better results*.

The only way to get better results is to be *smarter about your mailings*.

This may mean *more elaborate* mailings than you are now using — or *less* costly ones.

It may be necessary for you to *increase your prices* — or *lower* them!

It may call for economies in your internal set-up so you *can afford* to pay more per order or per inquiry.

Every mailer has *his own* problems. There is no one formula that will solve them for all.

As Thomas Paine wrote, "these are times that try men's souls."

It is possible that you need or will need some outside help or advice — even if only to confirm your own conclusions.

We have been "at it" for half a century. We think we know most of the plans, schemes, "gimmicks" and other motivating forces of Direct Mail.

The only trouble is, we're high priced. So is the surgeon who operated on us; but this we know: we're still alive!

If you have, or anticipate a Direct Mail problem tell us frankly what it is, and send us samples of what you are now using, with an idea of how many you mail. We'll tell you what we think we can do for you, and estimate how much our services will cost.

If we honestly feel we cannot help you we will tell you so frankly. In answering this ad, you place yourself under no obligation whatsoever.

MAXWELL SACKHEIM & CO., INC.
545 Madison Avenue., New York 22, N. Y.
Telephone: PLaza 1-3151

MEMBER:

*American Association of Advertising Agencies
Direct Mail Association
Business Mail Foundation*

Maxwell Sackheim & Co., Inc.
545 Madison Ave., New York 22, N. Y.

Enclosed are samples of our mailings. I will appreciate any suggestions you have to offer. I understand I am not obligated in any way. We mail approximately each mailing times per year.

Name.....

Position.....

Company.....

Address.....

City..... Zone..... State.....

Please attach as much information as you care to give us, pertaining to these mailings.

Are You on Our List?



TO RECEIVE THIS SPECIAL SERIES OF STUDIES ON EFFICIENT
AND PROFITABLE MAILING LIST PRACTICES AND PROCEDURES?

THE FUNCTION OF MAILING LISTS IN DIRECT MAIL ADVERTISING

If you are interested in making your direct mail more efficient and profitable . . . if you would like to know how to earn maximum income from your own mailing lists . . . then you will want these important studies which are being sponsored by PLANNED CIRCULATION as a special service to mailing list users and owners.

The first two booklets in the series have already been mailed to our clients and additional studies — on testing . . . house lists . . . etc. — are now in preparation.

If you want to receive these studies, just phone or drop us a line. The booklets are free . . . no obligation, of course.

PLANNED CIRCULATION

Mary Bertha McGuire, Owner

A LIST BROKER DEDICATED TO THE CLIENT'S INTERESTS

19 West 44 Street New York 36, N. Y. MUrray Hill 7-4158

CUT MAILING COSTS WITH 24 HOUR EXPERT KEYSTONE SERVICE

COMPLETE
FACILITIES

SERVING LEADING FIRMS
THROUGHOUT THE U. S. A.

WRITE FOR OUR LATEST CATALOG

KEYSTONE

MAILING SERVICE

258 Broadway, New York 7, N. Y., COrtland 7-6171

Mailing lists...Folding...
Inserting...Zoning...
Measuring & Stamping...
P. O. delivery...Letters...
Cards...Catalogs...Mailers

SPECIAL INTRODUCTORY OFFER
CORPORATION NAMES FROM
STANDARD & POORS \$1500
REGISTER per M*
ADDRESSED ON YOUR ENVELOPES
*Available on subscription

**MANY OTHER FERTILE
LISTS AT BUDGET PRICES**

WE TREAT YOUR MAIL
AS IF IT WERE OUR OWN

models and artists' sketches of planned mechanical and electronic equipment are on public display in the Post Office Bldg. in Washington.



☐ A MOTIVATION RESEARCH developed the fact (it is alleged) that most women were skeptical of commercial laundries because they were operated by men. To correct the situation the American Institute of Laundering, 12 S. 12th St., Philadelphia 7, Pa., has published a 24-page, 5" x 8" booklet titled "First in Personal Service to the American Home." Tells a convincing story about the importance of the laundry industry. All pictures were taken at the Institute's model plant in Joliet, Ill. All persons shown in various operations are, naturally, women. Members are distributing copies to employees, routemen and countermaids, customers, educators, women's groups, press, radio and television stations, libraries and plant visitors. A good industry-wide public relations effort. "Direct mail" still needs a similar explanatory piece to counteract the detractors.



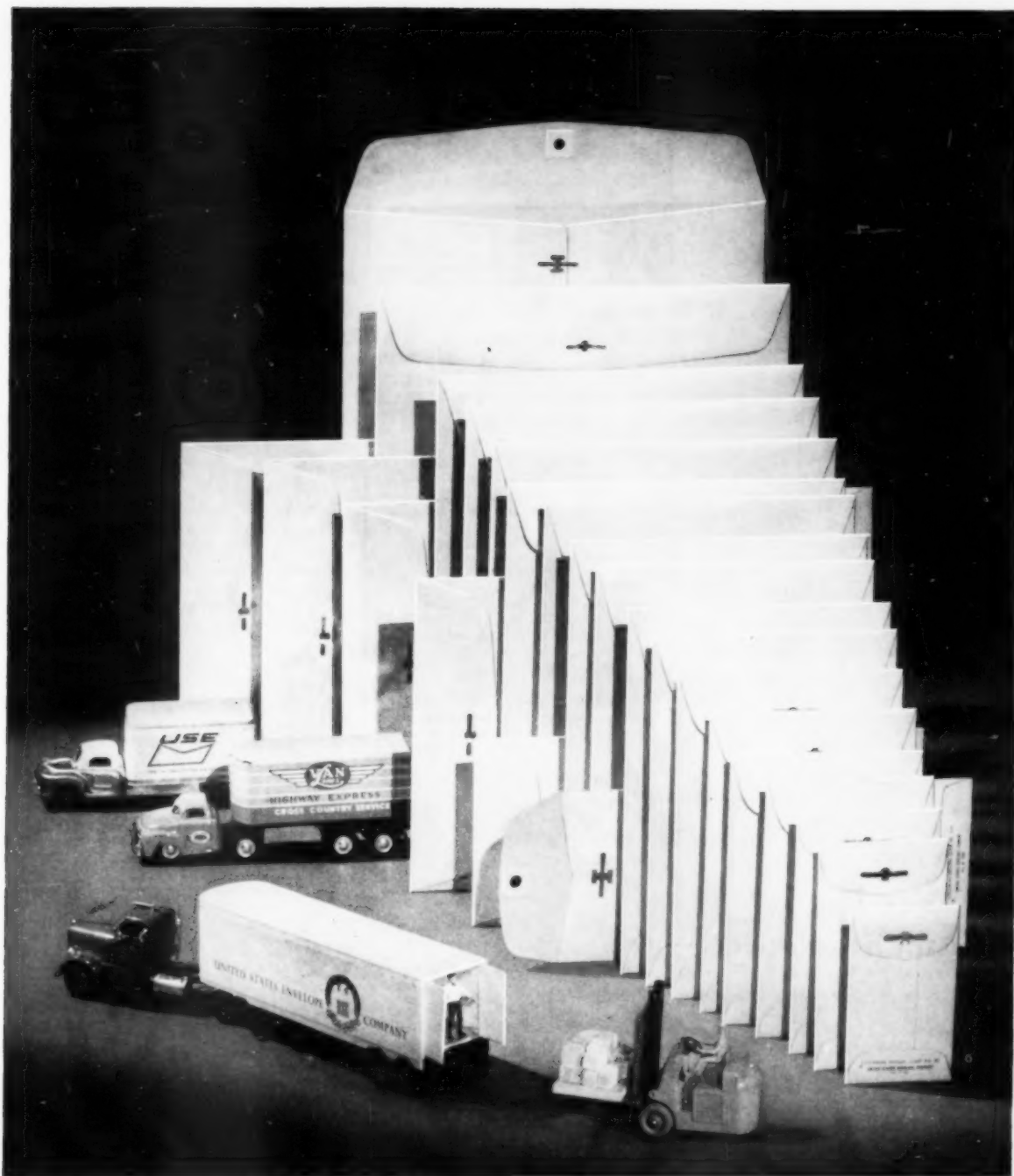
☐ A BANK STATEMENT form was used as a letterhead by Reynold Goodman, sales promotion manager of Goodren Products Corp., 101 W. Forest Ave., Englewood, N. J. Familiar yellow paper was used, too. All the usual column heads. Only the vertical separating lines were omitted. Reason for the different format: A letter to bank officials selling the idea of using goodwill-building statement enclosures. That's one fine thing about direct mail . . . there is no limit to the types of format. A unique format can often be developed to dramatize the product you are selling, or the selective market being reached . . . as in this case.



☐ FOR THOSE WHO ARE CONCERNED with visual communications . . . there is now available a guide titled "Picture Sources: An Introductory List." It is a 128-page book compiled by picture librarians for professional users of pictures, photographs and other forms of visual communications. The guide lists 398 sources classified under 14 major categories. The editing was supervised by Helen Faye, who is chief picture editor of Harcourt, Brace & Co., Inc., New York. The guide is available as \$3.50 per copy from Special Libraries Assn., 31 E. 10th St., New York 3, N. Y.



☐ METALLIC FLAKES were the subject of an item in August Short Notes. In writing about this product of The Dobeckmun Company, Cleveland, we



SOME OF YOUR BEST THINKING has gone into Columbian® Clasp Envelopes . . . layout and copy, analyses and schedules, plans and estimates, drawings and photographs. . . . Gone in a mail bag or tucked under your arm, and safely, too, because some of *our* best thinking has gone into Columbian Clasp features. Size up your needs with our 24-size selector chart, free on request. Remember, *when things are important*, use a Columbian Clasp Envelope!

A-5

UNITED STATES ENVELOPE COMPANY



Springfield 2, Massachusetts

14 Divisions Coast to Coast

**get the
professional
approach**

... to your

DIRECT MAIL



For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

**mail advertising
service association**

INTERNATIONAL

18120 James Couzens Hwy.
Detroit 35, Michigan



EYE OPENER! The quality of "CLIP BOOK" art is actually amazing... and the time and money it can save you! Used and endorsed by top advertisers for ads, printing, publications, direct mail, etc. Letterpress or offset. Get our big "EYE OPENER" sample kit, worth about \$15.00, for only...

195
POSTPAID

Your "EYE OPENER" kit will include generous samples from the "CLIP BOOK OF LINE ART" and "ART DIRECTORS CLIP KIT"... line drawings, halftones, lettering, paper sculpture, Serpentine Lines and Grafiklines. You'll have enough ready-to-use art for dozens of paste-ups. Satisfaction guaranteed. No salesmen will call. Attach a check for \$1.95 to your letterhead and ask for our special "EYE OPENER" kit.

**HARRY VOLK JR. ART STUDIO
PLEASANTVILLE 3, NEW JERSEY**

WANTED —to buy mail order business

We act in behalf of an outstanding AAA-1 Mail Order firm which seeks to purchase a substantial property to complement its related interests in this field.

Our client is interested in mail order operations in either merchandise or services but would regard with particular favor a business which developed important volume during the spring and early summer months.

All enquiries will be treated in complete confidence. Communicate with Mr. Chait at:

Lawrence G. Chait & Co., Inc.

Counselors in Advertising & Selling by Mail

375 Park Avenue • New York 22, N. Y. • PLaza 1-7220

stated that these flakes were not put in the paper at the time of manufacturing, but could be applied by the printer with a special process. Nick Meyer, vp of the Schlosser Paper Corp., 350 Hudson St., New York 14, N. Y. reminds us that this process has been used in the manufacture of paper. We should have mentioned that the Strathmore Paper Co., West Springfield, Mass. has a deluxe line of paper called Strathmore Silverflake. The metallic particles are impregnated in the paper while it is manufactured. The Dobeckmun process is different because there are various colors and sizes of the flakes, and they can be added to the paper by the printer.



☐ **YOU'LL BE SEEING** more and more evidence of the effectiveness of direct mail directed toward the consumer, occupant mail particularly. (See Moore's Stores story, page 26, this issue). With so much media back-biting still going on, it's important to set the record straight among advertisers and advertising agencies. Have just seen a new booklet: "How To Think About Occupant Mail Advertising," published by Occupant Mailing Lists of America, Inc., 231 N. 4th St., Columbus 15, Ohio. Contains dozens of capsule case histories showing many ways retailers use occupant mail. Write Les Cullman for a copy.



☐ **TEXTURAMA** names a new material for art and design. It's simply a collection of photographic prints which artists can use as backgrounds for... well, say letters which you might want to reproduce. Designs are fresh, different and new. Surprising what effects can be achieved with sand, or cobblestones, or chicken wire. Customlab, 34 East 23rd St., New York 10, N. Y. will send you sample swatch of designs available. They stock several sizes up to 16" x 20".



☐ **PARTIES AND CLAMBAKES** aren't new in the advertising business. But one thrown this last August by The Ullman Organization, (Philadelphia advertising agency) was. The agency invited 125 business publication reps and graphic arts suppliers to a hoop-de-doo evening at Pete Ullman's Villanova home and pool. 'Twas a mammoth success, right down to the 17" x 22" follow-up picture and caption brochure the agency sent out the following week. Copy and pictures priceless. Write Mack Nevergole for their "... it was the flippest" report of party. Wonderful job. ●

One of the ways



Marvelous Friden

JUSTOWRITER

can do your business
typesets (with justified margins)
at big savings



↑
On this Justowriter Recorder (unit #1) any typist becomes an expert type compositor. Her usual typing -- without involving special positioning or extra time -- produces simultaneously (a) a typewritten sheet, for visual check, and (b) punched paper tape with identical copy coded into the tape holes.

↑
Justowriter unit #2, the Reproducer, receives code tape ... "reads" it ... and automatically composes the original copy in clear, accurate, justified-margin form. All kinds of copy -- straight matter, centered, run arounds, line leaders, tabular matter handled at 100 words a minute.



Jobs like these* result from Justowriter professionally composed typesets on direct image plates, as used by duplicating machines, or reproduction proofs suitable for lithographic printing.

Compared with hot metal composition, Justowriter type-composition yields real cost savings.

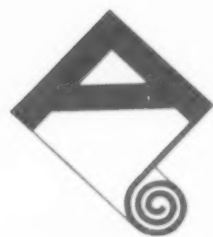
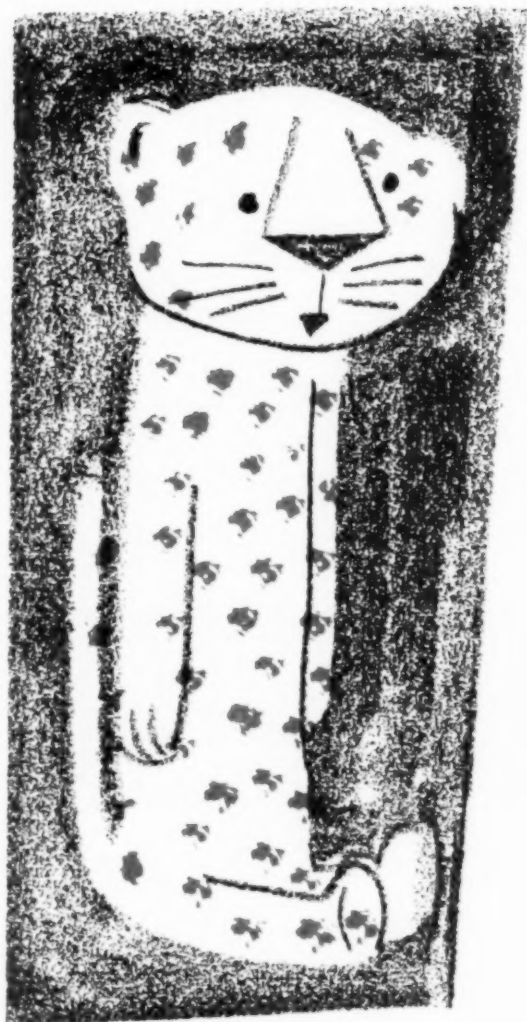
The finished work is attractive, as you can see from this printing (itself set on the Justowriter and showing Justowriter-controlled justified-margins.) Fourteen different Justowriter type faces, sized from 8 to 14 points, are available.

Write today on your business letterhead for additional information on the Justowriter, a basic Tape-Talk machine in today's "new world for business" created by FRIDEN, Inc., San Leandro, Calif. Sales, service, instruction throughout world.





HOW
TO CHANGE
A LEOPARD'S
SPOTS!



When it comes to colored paper, why assume "the leopard can't change his spots"? Don't be bound by the white paper habit...color printing on white paper is good, but color on *colored paper* is much more effective, especially for increasing direct mail returns.

Allied's New And Different Colorcraft Line of papers, matching envelopes, reply cards, and ink recommendations is specifically designed to get results. It's distinctive *Impulse* and *Influence* colors have been styled and researched by Faber Birren, noted color authority, to stimulate action...to create a mood...to get more direct mail returns!

Impulse colors are bright and vibrant. They incite reader-action and response. Colorcraft *Impulse* was

created for mass market direct mail selling where big returns are desired.

Influence colors are subtle, yet appealing. They're styled to create an impression or mood...to create a feeling of prestige, of richness. Colorcraft *Influence* stimulates a favorable mental reaction about the product and company.

Remember, this is an age of color. Everywhere, everyone is breaking the white habit...in appliances, in bedding and linens, in soaps, in all areas. Why not in paper, too?

Make your direct mail more attention-getting, more effective. Use Allied's New Colorcraft *Impulse* and *Influence* Colored Paper Line.

Write or call Allied today for full details on how to "change your leopard's spots" with Colorcraft...the only color researched paper.

Impulse Colors: Flame Pink • Sulphur Yellow • Pumpkin • Summer Green • Indigo

Influence Colors: Sandstone • Rosewood • Smoke-tone Blue • Aspen Green • Buckskin

Paper Stock—both bond and uncoated offset grades in popular sizes and weights.

Envelopes—in all colors.

Card & Cover Stock—in Sulphur Yellow, Pumpkin and Flame Pink only—125 lb.

Inks—recommended Colorcraft text and accent colors available from IPI by formula.



ALLIED PAPER CORPORATION
Kalamazoo, Michigan



Lithographed on 70# Colorcraft Offset—Impulse Sulphur Yellow

DMAA

NEWS

S. Arthur Dembner
Chairman of the Board
Robert F. DeLay
President

Direct Mail Advertising Association
3 East 57th Street, New York 22, N. Y.
Murray Hill 8-7388



S. ARTHUR DEMBNER

DMAA Officers Elected by Board of Governors For 1959-1960 Year

When the Board of Governors met in Montreal, with six new members elected at the Annual Business Meeting, it chose a slate of officers for the 1959-60 year.

Elected to the top post of chairman was S. Arthur Dembner, circulation manager for Newsweek.

Mr. Dembner had been a member and treasurer of the board. He is a past president of the Hundred Million Club, a New York direct mail group.

Earle Buckley, The Buckley Organization, Philadelphia, was re-elected vice-chairman, and Harold U. Banks, assistant superintendent of sales promotion and training, Sun Life Assurance Co. of Canada, Montreal, was re-elected Canadian vice-chairman. Fred L. Williams, advertising and sales promotion manager, Pennzoil Co., Los Angeles, was re-elected Western vice-chairman. John Warner, director of advertising, Aetna Life Insurance Co., Hartford, was elected secretary, and Robert A. Enlow, manager, records and circulation, American Medical Association, was named treasurer.

Ferd Ziegler, vice-president, McCann-Erickson, Inc., New York, was

named to the executive committee.

Robert F. DeLay, DMAA president, continues in this post, as full time executive.

Herbert J. Rohrbach, Jr. was appointed assistant to the president.

Two-Day San Francisco Convention on May 4-5 Set for Western States

The DMAA goes West for a full-scale two day convention in San Francisco, May 4-5.

Under the sponsorship of DMAA, the convention program is now being planned by members and other enthusiastic Pacific coast direct mail people.

An anticipated attendance of 400 to 500 from 11 western states will take part in a series of workshops, luncheon, dinner, and breakfast sessions.

Jack Shnider, Zellerbach Paper Co., president, Direct Mail Departmental, San Francisco Ad Club, will be steering committee chairman. Others scheduled for convention assignments: Rose Rashmir, Market Compilation and Research Bureau, Inc., North Hollywood; Bob Hemmings, Burroughs Direct Mail Service and president, Los Angeles Ad Club, Fred Williams, DMAA Western vice-chairman; Dick Smith, The Letter Shop, San Francisco; Cliff Mayne, Lewis and Mayne, Inc., San Francisco; and Glory Carlberg, Zellerbach Paper Co., San Francisco.

Membership Increases 5%

The DMAA has experienced a membership increase of more than 10% during the past five months. During the months of July, August and September 135 organizations joined the Association.

Included among the newcomers were such groups as the Chicago Daily News, Alumni Assn. of Indiana University.

Mail Order Workshops on Oct. 20, in New York, Has Ed Myers, Others

The kick-off of the 1959-60 season of six workshops will be a mail order session, October 20, Hotel Plaza, N. Y.

Princeton University's most famous lobster fisherman, Ed Myers of Saltwater Farm, Maine, will appear with other mail experts on the program.

Myers, a philosopher who quit the Princeton staff to sell live lobsters, will tell how he built an idea into a million dollar mail order business.

Also featured on the program: Waldo Williams, George Cullinan, William Henderson, Andi Emerson, Tony Kuban, Robert Stone, Robert Aronson and Leigh Johnson.

You can't afford to be in the mail order business and miss this informative day-long session.

DM Dollar Volume Up 5% During First Half

The estimated direct mail dollar volume for the first half of 1959 shows an increase of close to 5% over the like period of last year.

During the first six months of 1959, an estimated \$857,529,389 was spent on direct mail, compared with \$818,037,983 spent last year.

The direct mail dollar volume indicates the cost of postage and advertising materials placed in the mails.

New Research Report Out

The fourth report by the DMAA's research committee concerns direct mail readership. It was placed in the mails early this month.

The report includes material from the Daniel Starch study on magazine mail order ads called, "An Analysis of 12 Million Inquiries," released by Mediascope, and a study of responses to a mail campaign by American Airlines, released by Leonard Raymond, Dickie-Raymond, Inc. Both dealt with inquiries and presented data on results.



FERD ZIEGLER AND DICK MESSNER APPEAR ON CLOSED CIRCUIT TV

Convention TV Program a Hit with Delegates

The selection of Ferd Ziegler of McCann-Erickson, Dick Hodgson of Advertising Publications and Harry Woodley, as co-chairmen of the closed circuit TV committee, was fortunate.

The television coverage, which included an hour show each morning and evening, could be tuned in by more than 800 rooms at the Queen Elizabeth occupied by delegates and on several receivers placed in the convention area.

Morning telecasts including weather reports, news about events scheduled for the day, shopping tips to wives, interviews, and even one minute commercials by convention exhibitors, were somewhat reminiscent of Dave Garroway's morning show.

Evenings, DMAA-TV could be tuned in by weary conventioners in their rooms to find tips on Montreal night life from a police reporter on a local newspaper, for summaries on the day's events from convention chairman and moderators, and interviews with personalities including Postmaster General William Hamilton.

With the Ziegler-Hodgson-Woodley team in charge, and with the equipment provided by R.C.A. of Canada, the closed circuit telecasts were so much a hit that people stayed in their rooms to see them.

New Committees Formed To Work on Problems of Specific DM Groups

"To supplement the Association's general activities," said S. Arthur Dembner, newly elected chairman of DMAA, "we will set up committees for special interest groups within DMAA."

The program, as outlined by Chairman Dembner, will be carried on by committees set up within the Association. They will study problems facing specific groups in the direct mail industry and develop programs of remedial action.

Already, chairmen have been named to head up several committees: Fred Messner, G. M. Basford, and Colin Campbell, Campbell-Ewald Co., co-chairmen for ad agencies; Hank Henderson, McGraw Hill Publishing Co., for industrial direct mailers; Walter Berkowitz, Tension Envelope Corp., for envelope manufacturers; Emily Klinkhart, American Foundation for the Blind, Inc., and William M. Proft, Proft Associates, co-chairmen for fund raisers; Ed Proctor, Guild Co., for mailing lists; and Dick Kline, Forbes, Inc., for business and financial mailers.

Other heads of committees will be announced for insurance companies, paper merchants and manufacturers and retail direct mailers.

DMAA, Local DM Clubs to Have Closer Contact

Following the closing luncheon of the Convention, presidents and representatives of local direct mail clubs met with S. Arthur Dembner, Chair-

man, Robert F. DeLay and Herbert J. Rohrbach, Jr., of the DMAA. The gist of the conference: What service can DMAA be to local clubs?

It was agreed that DMAA, although not an association of direct mail clubs, act as a clearing house of information so as to offer organizational and administrative materials to all direct mail clubs. In this way, by-laws of existing direct mail clubs will be available to direct mailers who want to form a club.

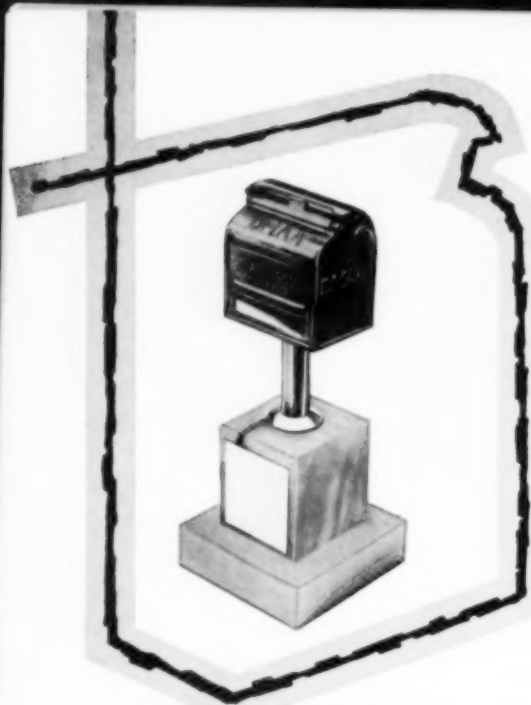
Further details of the program will be worked out by a four man Direct Mail Club Committee: Otto Meyer, president, Hundred Million Club, New York; Lisle Ramsey, former president, St. Louis Direct Mail Club; Dick Hodgson, president, Mail Ad Club of Chicago; C. J. Martin, president, Mail Box Sales Club, Indianapolis.

1959-'60 DMAA Events

- Mail Order Workshop, October 20, Hotel Plaza, N. Y.
- Annual Pharmaceutical Workshop, November 20, Hotel Plaza, N. Y.
- Second Advertising Agency Workshop, December 1, Hotel Plaza.
- Sixth Annual Fund Raising, N. Y.
- Eighth annual Circulation Workshop, New York.
- Third Annual Industrial Workshop, Pittsburgh, Pa.
- West Coast Convention, May 4-5, San Francisco (see story).
- Direct Mail Institute at University of Illinois, June, 1960, full week.



GIBSON MCCABE, PRESIDENT AND PUBLISHER, NEWSWEEK, ADDRESSES LUNCHEON MEETING AT DMAA CONVENTION.



TALON, INC. WINS DMAA'S TOP AWARD THE GOLD MAIL BOX

The zipper manufacturer's campaign was another spectacular boxed promotion. Objective was to promote a new zipper, Little Zip; establish it as a standard of quality at two levels . . . (a) among clothing manufacturers . . . (b) among leading retailers; and obsolete the heavier weight zipper now in general use. Five dramatic pieces helped Talon dominate its market a year ahead of schedule, and put their salesmen on the road with enthusiasm. Interesting sidelight to this campaign is that the direct mail set the theme and tone for supplemental business paper advertising. KGA, Inc., Sales Promotion Agency, 10 E. 49th St., N. Y. 17, N. Y. created the Little Zip promotion.

DMAA'S 1959 LIST OF AWARD WINNERS

ABBOTT LABORATORIES, North Chicago, Illinois, William D. Pratt, Adv. Mgr.

ALBANY PRODUCTS CO., INC., So. Norwalk, Conn., J. Kapner, President

ALUMINUM COMPANY OF AMERICA, Pittsburgh 19, Pa., R. E. Wenzel, Adv. Supervisor.

AMERICAN - STANDARD PLUMBING & HTG. DIV., New York 18, N. Y., R. W. Prinslow, Adv. Mgr.

ASSOCIATES INVESTMENT COMPANY, South Bend 24, Indiana, T. O. Pettit, Adv. Mgr.

BANK OF AMERICA, San Francisco 4, California, Max G. Lindsay, Ass't to Adv. Mgr.

BLOOMER BROS. CO., Newark, New York, Gordon Sheridan, Adv. Mgr.

BUNTIN REID PAPER CO., LTD., Toronto 28, Ontario, Canada, K. M. Hunter, President.

BURROUGHS CORPORATION, Detroit 32, Michigan, T. H. Stevens, Supervisor, Direct Adv.

CANADIAN NATIONAL RAILWAYS, Montreal, Canada, Bernard Holmes, Supervisor of Adv.

CESSNA AIRCRAFT COMPANY, Wichita, Kansas, Robert Chatley, Dir. of Adv.

CHEVROLET MOTOR DIV., Detroit 2, Michigan, R. J. Stall, Ass't Nat'l Sales Promotion.

CHEVROLET MOTOR DIV., Detroit 2, Michigan, J. E. Conlon, Commercial-Truck Dept.

EAGLE PENCIL COMPANY, Danbury, Connecticut, Al Magid, Sales Promotion Mgr.

ESSO STANDARD OIL COMPANY, New York, N. Y., T. W. Wilson, Adv. Sales Pro. Mgr., Service Station Products.

FORD DIV. OF FORD MOTOR COMPANY, Dearborn, Mich., R. E. Kircher, Car Sales Promotion Mgr.

GENERAL ELECTRIC COMPANY, Western Springs, Illinois, R. A. Giersen.

GENERAL FOODS KITCHENS, White Plains, N. Y., Willard P. Brown, Sales & Adv. Mgr.

GMC TRUCK - GENERAL MOTORS CORP., Pontiac 11, Michigan, R. T. Jennings.

P. H. GLATFELTER CO., Spring Grove, Pa., Glenn M. Markle, Adv. Mgr.

GREEN GIANT COMPANY, LeSueur, Minn., Lyle Polsfuss, Dir. of Adv.

THE GRIT PRINTING COMPANY, Wichita 11, Kansas, Gifford M. Booth, Jr., President.

INSULITE DIVISION - MINNESOTA & ONTARIO PAPER CO., Minneapolis 2, Minnesota, Ralph H. Rodlun, Ass't Adv. & Sales Promotion Mgr.

LASKY COMPANY, Newark 12, N. J., Sherwood A. Barnhard, Ex. V.P.

ELI LILLY & COMPANY, Indianapolis 6, Ind., Wilbur Meese, Art Dir.

MANPOWER, INC., Milwaukee 6, Wis., James D. Sheinfeld, Vice President.

M. E. L. DIVISION - FORD MOTOR CO., Dearborn, Mich., Bruce E. Miller, Mercury Adv. & Sales Prom. Mgr.

MINNEAPOLIS-HONEYWELL REGULATOR CO., Minneapolis 8, Minn., A. O. Dietrich, Sales Promotion Mgr.

NATIONAL AIRLINES, INC., Airport Mail Facility, Miami 59, Florida, David L. Porter, Adv. Mgr.

OFFICE OVERLOAD CO., LTD., Winnipeg 1, Canada, James R. Shora, President.

PENNSYLVANIA TRANSFORMER DIVISION-McGRAW-EDISON COMPANY, Canonsburg, Pa., Irving R. Isaacs, Adv. Mgr.

PITTSBURGH CORNING CORPORATION, Pittsburgh 22, Pa., Jack Kerr, Ass't Ad Mgr.

ROSS ROY, INC., Detroit 7, Michigan, Roy M. Marshall, Dir. of New Business.

SCHENLABS PHARMACEUTICALS, INC., New York 1, N. Y., Dean L. Stubblefield, Adv. Mgr.

THE E. F. SCHMIDT COMPANY, Milwaukee 16, Wis., J. R. Schoeninger, Plans & Copy Dir.

THE SIMPSON PRESS, LTD., Westmount, Quebec, Sidney Clark Simpson, President.

STRAN-STEEL CORPORATION, Detroit 29, Mich., Bruce Andrews, Sales Promotion Mgr.

TALON, INC., New York, N. Y., Richard F. Powers, Sr., Dir. of Adv.

TORONTO DAILY STAR, Toronto, Ontario, W. A. Campbell, Adv. Mgr.

T. V. GUIDE, Radnor, Pa. Eric G. Larson, Promotion Dir.

UNITED STATES STEEL CORPORATION, Pittsburgh 30, Pa., John Vackly, Director of Adv.

UPJOHN INTERNATIONAL OPERATIONS, INC., Kalamazoo, Mich., R. G. White, Adv. Mgr.

THE WASHINGTON POST, Washington 5, D. C., Joseph P. Lynch, Promotion Dir.

YALE & TOWNE MANUFACTURING CO., Philadelphia 15, Pa., Newcombe C. Baker, Dir. of Adv.

MAIL ORDER

HEATH COMPANY, Benton Harbor, Mich., C. M. Edwards, Dir. of Adv. & Sales Promotion.

UNITED BUSINESS SERVICE, Boston 16, Mass., Paul R. Butterworth, Sales Mgr.

LOW BUDGET

BRUCE PAYNE & ASSOCIATES, New York 20, N. Y., William S. Payson, Vice President.

MARSTELLER, RICKARD, GEBHARDT & REED, New York 17, N. Y., Marshall C. Lewis, Vice President.

SLANT/FIN RADIATOR CORP., Richmond Hill, N. Y., Alvin Buschel, Sales Manager.

TRANS-CANADA AIR LINES, Montreal, Quebec, Canada, J. A. McGee, Dir. of Adv.

HOUSE PUBLICATION

ABBOTT LABORATORIES, North Chicago, Illinois, William D. Pratt, Adv. Mgr.

CHEVROLET MOTOR DIVISION, Detroit 2, Mich., Leon C. Dorn, Ass't Mgr.

MASSEY-FERGUSON, Toronto, Ontario, Canada, Stanley S. Roberts, Gen. Adv't Mgr.

PFIZER LABORATORIES, Brooklyn 6, N. Y., William F. Lally, Adv. Dir.

LETTER CAMPAIGN

ALEXANDER, ANDREAE, KRAAY, & CO., Prinsengracht 1035, Amsterdam C. Holland, Han Snel.

INTERNATIONAL BUSINESS MACHINES CORP., ELECTRIC TYPEWRITER DIVISION, New York 22, N. Y., Robert H. Hutchings, Adv. Mgr.

SWISSAIR, SWISS AIR TRANSPORT CO., LTD., Passenger Sales Promotion, 44 Weinbergstrasse, Zurich 6, Switzerland, A. R. Diener, Art Dir.

Y & Y PUBLISHING, Dayton 2, Ohio, John Yeck.



"Switch to Honeywell"

Campaign was launched with telegram:

HONEYWELL IS SHIPPING YOU WHOLE TRAINLOAD OF INFORMATION ON NEW LINE OF WATER HEATER CONTROLS. BE WATCHING FOR FIRST CARLOAD SHIPMENT WITHIN NEXT FEW DAYS—LEO MCROBERTS, MARKET MANAGER WATER HEATER CONTROLS.



'59 Winner of The Henry Hoke Award for the most courageous solution to a difficult problem using direct mail.

DESK-LOAD OF H-O TRAINS BOOSTS MINNEAPOLIS HONEYWELL SALES 75%

by Dudley Lufkin, Field Editor



IF EVER there was a honey of a problem-solving campaign, Minneapolis Honeywell had it this year.

And A. O. Dietrich, sales promotion manager of their Automatic Controls Division, came home from the DMAA Montreal Convention with the 1959 Henry Hoke Award to prove it. The Henry Hoke Award, selected by judges of the annual DMAA Contest, is given by this magazine each year for the direct mail campaign showing "the most courageous and original solving of a difficult problem."

Honeywell's certainly was. From an initial telegram to key prospects to complete sales organization coordination, their triple-market mailing created suspense, showmanship and a sizable "switch" to Honeywell sales.

Bucking a Competitive Grip

This division manufactures gas water heater controls. But in introducing a new line of Honeywell controls, they had to reach water heater manufacturers who were happy, satisfied and "habitized" with equipment of other well-established specialists in the control field. It was no menial task to change their buying habits.

The equipment these heater manufacturers were using was good enough and priced low enough so manufacturers just weren't looking around for a change. Any change-over in control purchase would mean a change in long-time relationships with their present suppliers. And conversion to different controls would also mean an effort to use up present stocks, necessi-

tate getting new safety approval as well as new acceptance from both the trade and ultimate customers. Honeywell was bucking a tight competitive grip on the manufacturers who specified controls as original equipment.

And besides the fact that Honeywell needed to increase its share of sales in order to reach greater production quantity and efficiency for cost reduction . . . they also found their salesmen were having problems aplenty trying to reach key buyers with successful presentations.

Strategy: A "Switch" With Showmanship

The problem was plain, but far from simple: How to wrest industry attention from the competition . . . get salesmen in to make their presentations . . . and close orders for Honeywell controls.

At the regulator company's headquarters, 2753 4th Avenue South, Minneapolis, A. O. Dietrich, his editor Dick Benda, copy supervisor Ed Roberts and art director Ralph Ledin took this tough one in tow. They knew that to make any dent in the competition they had to impress prospects personally. So they created a direct mail campaign that would literally send prospects a full "shipment" of Honeywell's sales story . . . in spectacular fashion.

This was "Operation Switch To Honeywell Line" . . . the real trainload of suspense, showmanship and sales influence pictured and described on these pages.



Richard J. Benda, senior Honeywell sales promotion editor, holds second mailing which established the "Switch to the Honeywell Line" theme. Third, fourth and fifth mailings were, including track, a gondola car, a derrick car, and a caboose. Fifth mailing was the locomotive, and a promise that an M-H salesman would deliver curved track to complete an oval, and a power pack.

"Freight" Forwarded To Three Markets

Besides being *different* to cause talk in the trade; *light*, to create a friendly attitude towards the company and its salesmen; and *informative*, to convince recipients of the many benefits of Honeywell controls . . . the overall "Operation Switch" program was planned to reach three groups, in direct proportion to the sales potential and influence of each. Actually, Honeywell forwarded their sales "freight" to three separate markets:

- Their first market of major importance included a prime list of 115 gas water heater manufacturing executives. They were presidents, vice presidents, purchasing executives and engineers in 45 companies responsible for 90% of the 4,000,000 heaters produced each year.

These executives, active specifiers and buyers of automatic controls, were sent an impressive series of actual Lionel HO model trains . . . each containing an important part of the Honeywell sales story.

- The campaign's second market included a group of 5,529 smaller manufacturers, manufacturer's representatives and distributors . . . and an additional 71 larger manufacturers who were not included in the first market.

This market received a series of five die-cut mailing pieces . . . each

in the shape of a train car, carrying the same information received by the first market group.

- The third market area was 25,000 plumbers, who represented an influential group for reaching the buying public.

They received three die-cut train pieces . . . conditioning them to accept and influence the "Switch to Honeywell."

Coordination Keeps Train On Time

Another important part of this pro-

gram was its complete sales organization coordination.

Before each mailing went out, salesmen received a bulletin titled *More Honeywell Direct Mail Working For You*. It gave salesmen a complete breakdown of the mailing list, tips on how to tie in their sales approach with the mailing piece copy. And accompanying each of these bulletins was a copy of the actual piece to be mailed.

From locomotive to caboose, this coordinated sales effort kept the creative direct mail train on time, and got salesmen right where they wanted to go . . . in a hurry.

Puts Prospects On Right Track

While the total cost of Honeywell's program was \$11,135, the freight was well worth it.

Salesmen reached their destinations . . . and got in to make product presentations to 94% of the manufacturing executives on the major list. And because the campaign was such an interesting and entertaining trip for prospects, these salesmen found a new cordial attitude toward Honeywell.

It also put many of these prospects on the right track . . . taking Honeywell automatic control sales up 73% over the previous year.

And two major manufacturing firms switched to the Honeywell line . . . adding to Honeywell's train of still growing new accounts.

"Never before," says A. O. Dietrich, "has Honeywell received so many laudatory comments from all areas of the water heater industry."

It figures. Probably never before has such a problem solving, creative cargo been carried by "rail" . . . to all areas of the heater industry. ●

CONVENTION HIGHLIGHTS

Quote from address by the Honorable William Hamilton, Postmaster General for Canada, to the Mail Advertising Service Association Queen Elizabeth Hotel, Montreal, P. Q., on September 17, 1959.

Ours is a common concern. Just as you exist to serve the interests of the Direct Mail Advertiser, so does the Post Office exist to serve the interests of the mail patron, whether he be the private citizen who posts a single letter or a letter house which processes thousands of pieces each day. We are the

vehicle of transportation for the mails. It is our job to deliver *all* the mail just as quickly and as economically as we can.

In all our larger offices we are faced with a problem that arises when a fantastically high percentage of the day's intake of mail arrives on our doorstep within a relatively short period of the working day. In Montreal, for instance, we handle about two million pieces of mail each day. And of that number, more than one and one-

half million pieces are delivered at the Post Office between the hours of five and eight o'clock in the evening. You can readily see what is going to happen to third-class matter under these circumstances.

For this reason, we are always asking patrons to mail early and often during the day. In Montreal there are 33 trains, 60 motor transports and 74 air flights operating out of the city each day. This is a total of some 167 movements each day that carry the mail out of this city. Approximately 121 of these movements are scheduled at times before six o'clock in the evening and after midnight. In many cases, they travel with a light load of mail while the remaining 46 movements during the evening and at night are jammed.

I suspect that the Canadian and the United States postal systems are just about as much alike as any two systems in the world. But there are a fair number of differences and some of these differences are of particular interest to the direct mail advertiser.

One of these is our householder mailing service. In Canada it is possible to send out a mailing, prepaid in cash to any letter carrier walk, rural route, general delivery centre or lock box service without having the individual pieces addressed.

Another important difference is our "all-up" service on first-class mail. For those of you who are interested in reaching selected lists with high-priority advertising matter, the Canadian Post Office offers an unparalleled service both as to speed and reliability. All first class mail, posted in Canada and weighing less than eight ounces, automatically goes by air if that is the fastest method of transportation. There is no premium charge.

(Note by H. H.: During his talk the PMG departed from his prepared manuscript to inform us that the Canadian Post Office does not believe in the theory (expressed in certain quarters) that postage rates should be raised in order to reduce the volume of advertising mail. He believes the Post Office should be a public service for all users.)



Quote from talk by Gibson McCabe, president and publisher, Newsweek.

When it comes to communication for the common interests of direct mail advertising as a whole, however, you would do well to unite to underwrite sound research, foster internal communications, and speak louder to specific outside publics than a mixture of thinner voices ever could.

You might consider doing the kind of soul-searching the magazine field has done. We have hired outside, objective research to find out our weaknesses as well as our strengths. We are learning what advertising decision-makers think of our medium as a sales tool. The findings are good for advertising, good for all businesses interested in more sales, and are certainly instructive to us.

To do this kind of work properly, you must invest enough and wisely. The DMAA is the best possible channel for getting basic fact-finding done affecting the entire future of your field.

Words can speak louder if we, the wordsmiths, will use words more precisely and more responsibly. Let's prove that every communications medium is basically good, that our uses of them can be far better.

Let's advance advertising by every medium doing the utmost it distinctively can do, rendering public service and helping sell quality goods and services well.

In media like yours and ours, the primary obligation is to be read by readers. We all know that long and complex operations must precede this, to see that your letter and that our current issue get into the right reader's hands. But the climax, the moment of truth if you will, is to interest that reader once we capture a beach-head on his patience in this busy, distracting world.

We try, and I assume you must also, to make every sentence, every paragraph, every story and every page cry out to the reader, "Come and read me."

Closest to home in the United States, unlike Canada, is Post Office officials' attitude that increases in third-class rates may—hopefully, in their view—reduce the volume of mail order mail.

To apply rate-making powers to curtail, as part of public policy, a reputable, legitimate, profit-creating and employment-creating channel of communication is an abuse of such power.

The notion that a burdensome quantity of mail descends in veritable avalanches upon the people of the United States is a strange myth, a

funny misconception if it weren't treacherous to communications channels that pump life-blood through our economy: the sales momentum needed to keep goods moving, people working, fed, clothed, housed and educated.

Quote from keynote address of opening session, given by Nicholas Samstag, director of promotion, Time, Inc.

No matter how good the promotion may be, if the product isn't up to its claims, the enterprise is a failure. The



product Mr. Khrushchev is trying to sell us is not, in this case, Russian Communism, but Russia's foreign policy. Up to now, it has been a product none of us would buy. Has he changed it? Does he mean at last, perhaps, to meet us at least part of the way? We shall see. And until we find out just what product he is offering, I see little danger of our falling for his often very persuasive promotion and selling.

Remember—let's put direct mail back in the hands of people who really understand it. Let's keep it personal, individual, restrained and in good taste; let's be dramatic but persistent, and let's have respect for our markets and stop talking *under* their heads. And, above all, let's stop trying to hedge by getting okays from everybody everywhere before we dare to move. Let's be like the Japanese friend of Anne Morrow Lindbergh who said: "The bamboo is for prosperity, the pine for long life, the plum for courage..."

"But why the plum for courage?" asked Mrs. Lindbergh. "I picture courage as a great oak..."

"Yes, yes," answered her Japanese friend. "The plum is for courage, because the plum puts forth blossoms while the snow is still on the ground."

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For more about DMAA Convention—See Scuttlebutt page 52



"HOW MORE MOORE'S CATALOGS

PAYS MOORE'S STORES!" or . . .

"seven million will

by George K. Logan, Advertising Manager, Moore's Stores

FOURTEEN years ago, Moore's Stores' advertising department acquired a new man, me. In addition to me, Moore's have seen fit to use every advertising media you can name; Television, Radio, Newspaper, Circulars, Billboards, etc.

It all began 22 years ago when William S. Moore founded Moore's Stores in 1937. At first, just one store in Newark, Ohio, but in the next 12 months 10 new stores were added. This marked the beginning of a chain of stores which today number 77 Company stores and 82 Associate stores located in 127 cities throughout Ohio, Indiana, Kentucky, West Virginia, Pennsylvania. Moore's Stores now operate from one of the largest warehouses in the country. Just outside of Newark, Ohio on a 32 acre plot, their 176,000 square feet building contains the general offices, wholesale showrooms and a highly efficient warehousing operation. At this writing 11 box cars of toys are being unloaded. A total of 200 box cars and large trucks of toys are required to prepare our stores for the Christmas season.

For 8 years, up to 1958, Television was our biggest advertising budget item. "Meetin' Time at Moore's" with Sally Flowers did a terrific job for Moore's Stores. But one problem was that the expense for "Meetin' Time"

had to be budgeted over a relatively few stores. This put the bulk of our advertising costs on approximately 1/3 of our stores. An unbalanced situation which we decided to try to correct.

January of 1958 saw the beginning of "operation catalog." It changed the whole advertising picture for Moore's Stores.

At first we gave it the works. One big mailing all at once. Stores were swamped. Merchandise had to be gleaned from every source to fill the demands. One sale sold 17,000 long handled shovels (more than Moore's had sold since they began business). We were begging for shovels to sell at \$1.33.

Another promotion created an unexpected demand for little 77¢ cushions. We used everything the manufacturer had in stock. I don't know *how* many we could have sold if they had been available but we sold 34,000.

It's a most peculiar feeling when you believe you have a "hot" one and it turns out to be a dud yet the one you thought would drag along moves like wildfire. Sales like that are hard to understand fully. It's a combination of the right product, at the right time, at the right price. The only sure answer is in your customers, and they keep it secret 'til the last minute.

During 1958 we mailed 7,000,000 catalogs. We had dabbled in mail before but that year we really got our feet wet.

One important lesson we learned was to be sure adequate stocks are on hand. I believe we lose customers when they come in to buy and can't find the merchandise they want. It was a problem.

Our solution was to divide one mailing into six sections. Staggering each section over a six weeks period and

beginning each series of mailings with a different section. This brings each section of customers in during a "cream-of-the-sale" period, when employee enthusiasm is still high.

This "split-mailing" technique effectively spread our sales over a longer period. It also gave us a chance to discover during the first week what items were "hot." We could predict what stocks would be needed and be prepared when the rest of the mailing hit the market.

Another benefit from the "split-mailing" method is felt by the stores directly. Special mailings had caused the stores to hire extra help when a mailing went out. Then sales would drag along 'til the next mailing. Now each store can handle the load with a regular crew. There is just enough lag between mailings to let them prepare for a new surge.

The Lag After Christmas

Actually Moore's is one of the largest toy distributors in the country. Until 1957-1958 the normal lag after Christmas had extended to March. As usual, our stores were involved in inventory problems.

Until Christmas 1957 we didn't feel justified in trying to promote sales in January, February and March. But in 1958 we added housewares and appliances to our usual lines of auto supplies, hardware, small appliances, and toys. For this reason we felt our more complete selection could attract the business. We knew it was there.

At first the store managers didn't cotton to the idea. They had never done it before, so why start now. But we insisted because we had achieved good results with every mailing so far. So after our Christmas mailings had gone by the boards, we swung right into



Logan



Moore

get you ten million"

January with the first of our present series of catalogs.

We weren't exactly surprised with the results of the January-February catalog. But we sure were congratulating ourselves. They were better than we expected. One little item had the managers sending station wagons to our warehouses to get the new stocks. But this time we were able to keep up with them . . . just barely. The item? It's called a "start-a-car" cable. Connects two batteries and provides the juice to start a car when its battery is dead. The item was just right for January apparently.

Planning

All layouts, copy writing, art work and proof reading are done by our own advertising and art departments. One of our problems is planning the catalogs. In case you're interested, here's how we slice that rhubarb.

To have our catalogs mailed about February 15, we:

1. Hold a buyers meeting about November 15. Each page of our catalog is allocated to a buyer. He is to provide merchandise lists by about the first week in December.

2. By January 1st complete artwork and layouts are due. We have found that halftones don't work too well for our four color catalogs, printed letterpress on a good grade of newsprint stock, so every item is illustrated in line with color separations made in our own art department. This isn't as rough as it sounds because every single item Moore's carries has a line drawing made of it as soon as it is added to our stock catalog.

3. The printer has about two weeks

to have the type set and in position, submit proofs for our approval, and prepare to print.

4. Printing begins about January 15. Our printer is the Greater Buffalo Press; they do a fine job.

5. The first of the catalogs arrive at the Occupant Mailers about February 10, and the first 200,000 start through. W. A. Storing Co., Columbus, Ohio, handles the mailing extremely satisfactorily. The startling results of our first year of Occupant Mail Catalogs were a 12.59% increase in store traffic and 21.76% increase in sales.

Previously, certain stores got more benefits from advertising than others. They also stood more of the expense. This threw our advertising plans out of balance.

With Occupant Mail Catalogs we now set up the exact areas we will get coverage in. Each store gets a full share of the benefits and handles their just share of the expenses.

We get our full dollar's worth because we catalog only the areas which we have determined to be our trading areas.

It's much easier to control our advertising efforts. We know just what it's going to cost. We know exactly when and where it's going to go.

Presently we are continuing with our plans for 1959. We have been mailing almost continuously since January. By the end of this year we will have mailed 3 catalogs, totaling some 10,000,000 pieces. Our reason for this tremendous increase over 7,000,000 pieces last year, is that we fully expect to more than duplicate the results of last year.

As a matter of fact . . . it's in the (mail) bag. ●

Reporter's Note:

This case history is dedicated to the Radio Advertising Bureau, who "took first prize" in July for the most assinine (but very attractive) direct mail brochure of the month . . . entitled: "Why 'Throwaway' Advertising." RAB issued a most incredible report based on a survey conducted by The Pulse Incorporated (730 Fifth Avenue, N. Y. 10, N. Y.) among a total of 1,000 housewives . . . 500 in Los Angeles; 500 in Chicago. RAB's interpretation of the survey was not only an abortive attempt to discredit occupant and other retail direct mail going into American homes, but was a flagrant mis-use of research statistics.

The RAB piece said, among other things, that "the best remembered mailing piece did not register with 77.5% of the women interviewed, while the poorest could not be recalled by 97.8% of the women." We obtained a copy of the Pulse Report and where the 77.5% and 97.8% came from is a complete mystery. Far from the impression given, the whole Pulse Report was a glowing testimonial to household direct mail. For example, question #1 asked: "What do you normally do with circulars, advertisements, and shopping papers you don't pay for that you find in your mailbox, on your porch or under your door?" (You decide whether that's slanted.) 12.2% of women interviewed said they throwaway (advertising mail) without opening; 37.8% glance at and usually throw away; (rather than framing it, I suppose) and 50% take into the house and read. The rest of the report is equally favorable to dm, but just don't have the space to present figures.

If you'd like to have a leisurely (and illuminating) look at it, write RAB at 460 Park Ave., N. Y. C., and ask for a copy of the Pulse Report. While you're at it ask for the brochure. It's recommended reading.

We'd like to see Jim Proud of the Advertising Federation of America take the RAB boys out to lunch and give them chapter and verse on the worthwhileness of Truth in Advertising. If we in media can't live up to those lofty ideals, how on earth can AFA and the Better Business Bureaus make any sense with advertisers who go off the deep end? And besides, Mr. RAB, radio is too fine, too important a medium to be involved in statistical shenanigans. How 'bout it? Sell radio for all it's worth, and by direct mail as you do; present documented case histories of retail successes with radio, like we're doing with this direct mail accomplishment of Moore's Stores. And . . . as one of your most respected personalities is in the habit of saying . . . Peace.

STRAN-STEEL BOOSTS DEALER PARTICIPATION 26.5% WITH '59 FARM MARKET PROGRAM

By Bruce Andrews
Sales Promotion Manager
Stran-Steel Corporation
Detroit 29, Michigan

THE FARM market is one of Stran-Steel's most important. And yet it has been one of the hardest markets to reach because of its volume in sheer number of prospect names and because our advertising budget for farm direct mail is rather limited.

For the past several years we have been sending mail to farmers via prospect lists furnished by our dealer organization. Unfortunately the size of the lists did not even scratch the surface of the market. We averaged approximately 300 names per dealer for average five to ten county dealer territories.

The rate of inquiries from the lists was fairly high but, with the names scattered over such large territories, it was a discouraging business for the dealer to have to drive 100 to 150 miles to make one call. The result was that the dealer concentrated on his commercial-industrial markets in the larger towns and let the farm business slide.

In planning our 1959 campaign we knew we were going to have to develop a program that would accomplish five major objectives:

#1 *We were going to have to interest the Stran-Steel dealer in having his salesmen call on the wide-spread farm market rather than concentrating their efforts on the easy-to-reach commercial-industrial market.*

#2 *We were going to have to design a series of mailers that would*

arouse interest in the farm market and yet be low enough in cost to allow the dealer to make mass mailings without exceeding his advertising budget, or ours.

#3 *We believed it was necessary to create a continuing source of good leads to aid the dealer salesmen in making planned sales calls.*

#4 *We had to create consumer interest in the corporation's wide range of specialized farm buildings and, at the same time, inform prospects about the advent of color coated steel.*

#5 *We had to increase dealer sales volume in order to keep him actively working in the market.*

Apart from these basic objectives one other major point had to be considered. Because of the varied use of specialized farm buildings in the different Stran-Steel sales areas, it was necessary for us to design our mailers suitable to all types of farm applications.

It was decided, through the joint efforts of our home and field sales force, to accomplish this task it would be necessary for each mailer to contain five elements to be acceptable to all parts of the country. They were:

#1 *Each mailer should emphasize at least one major farm application or an exclusive Stran-Steel feature; and that all other applications suitable to other areas should also be mentioned.*

#2 *Each mailer should carry as much color as the budget would allow in order to tell the exclusive Stran-Steel Color Coated Steel story.*

#3 *Each mailer should point out product features not covered in the application stories, or should show the complete line of Stran-Steel farm buildings.*

#4 *Each mailer should provide adequate area for telling a dealer sales story and allow room for a large dealer imprint.*

#5 *Each mailer should have space for the attachment of a return reply card.*

Forty thousand dollars was budgeted to develop and execute the program. It was estimated through preliminary checks with the firm sales department and the field organization that up to 1,800,000 mailers would be purchased by the dealers if we could accomplish all of our objectives.

In view of our budget limitations and all of the information we had to put in each mailer, we decided to prepare the mailers in a newsprint broadside format. It was also decided to gang run the mailers on three color web offset equipment to take advantage of on-the-press imprinting and folding.

The copy was written by the Biddle Advertising Agency in Bloomington, Illinois, under our direction. A sample run was made and was presented to the dealer organization in regional meetings conducted by our zone and district managers.

Stran-Steel held six separate meetings with the field force prior to the dealer meetings in which the objectives of the program were presented. It was explained in these meetings how the program was expected to accomplish each objective; and it was

Reporter's Note:

It's rare that we feature the same company, the same guy, twice in one year. (DM July '59.) But when that guy comes up with two fine projects . . . well, you ought to have them. Bruce Andrews' report on his farm program should see print. It's well documented and illustrates what can be done in industrial direct mail when all the stops are pulled out. Incidentally, this campaign won a place in DMAA's '59 Direct Mail Leaders Contest.

BERGSTROM THOR

**helps you to help your customers
close more sales — faster! easier!**

Close register, full-color halftones, with screen or solid tone backgrounds, reproduce with exceptional lifelike clarity on Bergstrom's THOR . . . the offset paper that puts extra "sell" into printed literature! Why? Because mellow deinked bookstock, blended with virgin pulp, makes THOR outstanding for smooth, no-glare whiteness . . . dimensional stability . . . resistance to picking . . . trouble-free printing . . . fast drying. Try THOR on your next offset color job. You, and your customers, are in for a pleasant, sales-making surprise when you do! Write today for printed color samples and full information as to sizes and weights available from stock.



BERGSTROM

NEENAH, WISCONSIN
Founded 1904

PAPER COMPANY

Member Wisconsin Paper Group

Manufacturers of IBSEN Book Papers • THOR Offset Papers • ODIN Mimco, Smooth and Bond Finish Papers • Sensitized SAFETY PAPERS.

pointed out, through market research figures, the potential sales volume available in the market.

Basically the program was presented to the dealers in the following manner:

FIRST, an explanation was given why the programs in the past had failed. We pointed out that, with a potential market of 3,000,000 prospects, we were only reaching 100,000 via dealer lists and that to get a larger share of the market we were going to have to triple or quadruple our efforts for the coming year.

SECONDLY, we explained that we did not want the dealers to give up their mailing lists that they had spent three years developing. We asked them to expand their lists and then go one step further and make a mass mailing to one key farm county in their territory via rural and star routes. And, for the dealers who did not have mailing lists, we wanted them to mail to all of their farm counties via rural and star route mailings.

THIRD, we showed the mailers and explained how each had been developed; how each one led off with a specialized farm application and carried through with all other farm applications; and how they dramatized our exclusive color story.

FOURTH, through dealer program cost comparison we showed them how, through careful production procedures, we had reduced the cost of this year's program to one cent per name per mailing plus postage as compared to five cents per name per mailing in last year's program. It was explained that through this cost reduction each dealer could increase the number of names on his list or could now mail to all rural routes in his territory.

FIFTH, we went back to the mailers and explained the thinking behind the give-away item offered on each mailer. We were careful to point out that in order for a prospect to be eligible to receive a gift he must fill in his building requirements on the reply card. We explained that the give-away was meant to be used as a door opener and that we expected these gifts to give us a great volume of leads—leads that would be passed on to the dealers within hours of their receipt. With many leads coming in, the dealer could organize his salesmen and have them make planned sales calls rather than operate on a hit and miss basis.

SIXTH, we explained that all inquiries would come to Detroit and that we would process them within

twenty-four hours. All leads would be sent back to the dealer within that period and that, three weeks after the inquiry was received by Detroit, we would mail out a series of follow-up letters, one a week, to the prospect. This was to be done at no charge to the dealer.

We explained that through this follow-up system the dealer would have a three-week cushion in which to follow up each lead, and that our follow-up would also do some additional pre-selling for him before he arrived.

SEVENTH, we showed the dealer the order blank and explained how the program worked. We pointed out that we actually had two programs; the "Basic Program" which involved the dealer with a mailing list and who wanted to mail to only one key county, and the "Rural Program" for the dealer without a list who wished to mail to all rural routes.

At the close of the meeting each dealer was given a kit containing the order blanks, samples of the mailers and complete instructions. He was asked to sit down with his own district manager and sign up for the program.

Here are the results of this personalized selling approach used on our dealer organization: Dealer par-

ticipation in the program was increased by 26.5% ● 103 of the 200 franchised Stran-Steel dealers had been in the 1958 program ● 155 of the 200 franchised Stran-Steel dealers signed up for the 1959 program ● Market penetration was increased by 320% ● 800,000 mailers were sent out under the 1958 program ● 2,500,000 mailers were purchased for mailing by the dealers in the 1959 program ●

To date five months after the program's starting date: 850,000 mailing pieces have been mailed ● 9,000 inquiries have been received ● 22% of the inquiries received have resulted in firm prospects ● 30% of the firm prospects have resulted in sales.

According to Stran-Steel Market Research projections the 30% of firm prospect sales shown above should result in a 263% increase in total farm sales volume for 1959.

The general feeling of all concerned is that by establishing definite objectives, careful planning, precise follow-up and personal selling to the dealers, we have done much to make our dealer organization direct mail conscious and farm sales conscious. With the program not half over we already consider it one of the corporation's greatest success stories.



GIVE-AWAY ITEM

A six-foot steel measuring tape was offered on each mailer to the prospect who would fill in the business reply card showing his exact building requirements.

...now you can go after this plus-business

Super-markets, drug stores, liquor stores, and similar establishments need your help in creating low-cost price literature and getting it into the mail. The latest *Headliner* development means that you can get this *plus* business at a handsome profit. ONE *Headliner* Typemaster can now give you a complete range of composition to meet the style, size and language needs of the retailer. It contains the upper and lower cases of the alphabet plus TWO sizes of numerals and complete words.



AJAX FOOD SHOPS

Corn Starch 17¢	Paper Napkins 29¢	Fancy Tomatoes 29¢
Fig Newtons 2 = 35¢	Glo Coat 80¢	Bananas 2 = 25¢
Fresh Peas 12¢	Kitchen Wax 61¢	Temple Oranges 10 = 45¢
Cream Corn 6 = 99¢	Freezer Paper 2 = 93¢	Juici Drink 3 = 19¢
Libby Peas 7 = 19¢	Day Food 2 = 34¢	Prona Juice 3 = 30¢
Sauerkraut 6 = 19¢	Glass Wax 45¢	Apple Juice 3 = 19¢
Minute Rice 43¢	Soury Bleach 45¢	Apricot Nectar 45¢
Salad Dressing 73¢	Starch 29¢	Tomato Juice 4 = 19¢
Tomato Soup 4 = 43¢	Cake 29¢	Orange Juice 2 = 29¢
Midway Gibinies 20¢		Apple 2 = 29¢
Cocktail 29¢		Salad Oil 12¢
Veg. Soup 39¢		Macaroni 57¢
Sliced Beets 69¢		Beacon Wax 79¢
Minishires 49¢		Oldies Coffee 80¢
Frozen Broccoli 45¢		Salmon 2 = 89¢
Nestles Morsels 65¢		Maine Sardines 67¢
Mushrooms 39¢		Egg Noodles 99¢
Olives 29¢		Savarin 65¢
Giant Peas 6 = 19¢		Fish Cakes 29¢
Syrup 2 = 47¢		Cream Corn 39¢
Breath O Pine 45¢		French Fries 47¢
Almond Nuts 31¢		Sweet Pot 47¢
		Broccoli 31¢

Composed
with ONE Type Font!

Tea 1-lb. pkg. \$1²³

ABC def & for quart quart lb. lbs. lb. 1-lb. pkgs. 8-oz. 10-oz. 12-oz. 16-oz. 123456
bottle can can can can can

The complete alphabet in upper case and lower case... plus...
...a full range of word-terms commonly used in retail pricing-language. One push of the button composes them in their entirety rather than single letters at a time... plus...
TWO sizes of numerals to conform with the custom of using smaller numerals for 'cents.'

Vari-Typer HEADLINER ...photo-compose TYPE by simply Dialing!

The simplest and most automatic method devised that can supply you with instant, 'sharper-than-print' type-proofs of display types in all the popular styles and sizes, up to 72 points.

A new avenue of profits for you. The extensive use of 'occupant' mailing is a business that you can 'corner' in your community. Not only can you produce the original mechanical, but, the mailing job as well. With a *Headliner* no other method can compete with you. Send for complete details, including full 'run-offs' of the new 'Retail' Typemasters.

Send for full details **Vari-Typer Corporation** Dept. H-101, 720 Frelinghuysen Ave., Newark 12, N.J.

SUBSIDIARY OF ADDRESSOGRAPH-MULTIGRAPH CORPORATION
THE COPY FOR THE ABOVE AD WAS VARI-TYPED - THE HEADS WERE COMPOSED ON THE HEADLINER

UPGRADING LETTER COPY

by Paul J. Bringe

The writer of this letter had an idea. He evidently has been exposed to Christmas card sample books offered by printers and gift shops for selection of personalized cards. He must have reasoned that if this is successful, and it is, the same idea could be extended to direct mail. Why not send sample books by mail to industrial firms and get group orders? This sounds reasonable but I doubt that it can be done successfully. Likely as not someone will now tell me this has been going on successfully for years.

Such sample books are expensive. When they come into a business office by mail it is easy to put them aside for later attention and the inevitable last minute action. Each person who wants to order cards is likely to hang on to the book for consultation with Aunt Minnie, which further slows up the group order idea. The local salesman does not have this problem — he can check back with the prospect in three or four days and by his face-to-face persistence get action that followup letters are not likely to get.

This may sound as though I am minimizing the power of direct mail. Not so. It is rather a recognition of the fact that mail, used alone, is not the answer to any and all selling problems. Were I approached with this project I would suggest the mail be used to recruit agents who would in turn do the selling. Of course, this is the tested method of doing the job and it is very successful for many firms.

Judging solely from the letter, I suspect this project was a trial balloon. If not enough inquiries for sample books came in, the promotion would be dropped with no great loss. Perhaps this attitude shows itself in the letter.

The writer says, "we aren't trying to sell you anything" in this letter." He seems to think trying to sell something by letter or otherwise is not right or honorable. He is suggesting that if this was a selling letter the reader would give it scant attention. This is certainly negative selling — any letter that hopes to convince and persuade should assume the reader is

BEFORE

AFTER

Stratford Hall

2400 NORTH FAIRFIELD AVENUE, CHICAGO 47, ILLINOIS

FOR IMMEDIATE ATTENTION, PLEASE

MEMORANDUM 6-1243

Gentlemen:

There's a time for everything — and you may be inclined to think this is NOT the time to talk about Christmas cards. However, we at Stratford Hall are right in the middle of our Christmas planning and designing for 1959, and after all, we aren't trying to sell you anything in this letter.

We would like to tell you about our Personalized Christmas Card Sample Books, and ask your permission to place one in your establishment for the convenience of your personnel.

These Books are made up for late summer distribution to our dealers and to selected firms who wish to allow their officers and employees the VERY real advantage of choosing smart, distinctive Christmas greetings, personally imprinted, at the regular 50% dealer's discount.

Our Sample Books are rather expensive to assemble. We try to avoid (a) making up too many, and (b) a last minute rush to fill more requests than we had anticipated. That's why we are making this early survey of firms who might appreciate this service — so we may estimate with reasonable accuracy the number of books desired.

The advantage of having such a Sample Book on your premises is rather obvious. Stratford Hall cards are quality cards, designed by distinguished artists and hand-drawn by craftsmen. They are definitely "high style," yet the subject matter and artistic handling is versatile enough to please most tastes, and the price range is wide enough to include most budgets.

Especially when a company's offices and shops are located in an out-of-town district, away from shopping facilities, the convenience of choosing Christmas cards in this fashion is very appealing. And of course, ~~when~~ you're situated, the 50% discount is no small item.

We'd be pleased to fill your company on open account (net 15 days P.O.D.) or if this cannot be arranged, we would be glad to accept personal checks or remittances with orders from the individual to simplify handling all around.

If you would like to have one of our attractive Sample Books when they are ready, will you fill out and return the enclosed request, please?

Yours very truly,

Tyler Wayne

STRATFORD HALL, INC.

Christmas Cards in June?

Not so strange if you want unusual, interesting, personalized cards — at 50% less than regular prices.

Sample books showing a wide variety to suit every taste are being made up now. Everyone in your organization will appreciate the opportunity of unhurried selection, of getting just the right cards at a handsome saving.

There is no need to waste time and energy on hurried, last minute shopping for Christmas cards when you can do it so easily with a Stratford Hall sample book. Here are dozens of different, quality cards in a wide price range to suit every taste and purse.

The display book includes only the finest cards selected from many hundreds considered. Our artists and craftsmen have done a careful preselection job to save you the tedious and time consuming task of selection in a store.

Making up these distinctive sample books takes time and of course we don't want to make too many. That is why we ask you now, in June, to let us know if we should prepare a sample book for you.

Just check the enclosed card and we will send your sample book in thirty days — in plenty of time for every one in your firm to take advantage of this opportunity.

Sincerely,

P.S. We will be happy to accept a group order from your company on regular open account terms. Or, if you prefer, individual orders with check or money order can be handled also.

intensely interested in what it has to say. If you do not make this assumption it will show in your letter, between the lines, and your reader will understand it very well.

The letter says you may think it is too early to talk about Christmas cards. Why put this thought in the reader's mind? All of us look for reasons to avoid action and we will grasp at the first one offered. Why make it easy to get a refusal? This is known as the Elmer Blurt approach.

The letter says the book is "rather expensive" to make. How expensive is that? And why talk about the expense—don't you want to send me the book? The letter says the advantages of having the book are "rather obvious." In other words you are stupid if you do not go for this generous offer. The writer said the letter was not trying to sell us anything—yet at the end he is talking about how he will handle billing.

The rewrite uses less words to say why we are doing this and how much it costs us—it uses more words to sell the book and the benefits the reader will get from it. When you write any kind of sales letter, strive to get a benefit for the reader in every paragraph—these are the only words he will read with understanding. The rest of the details he will absorb later, after he has been sold by the benefits and wants to act. ●

AS REQUIRED BY LAW

Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933, of THE REPORTER of Direct Mail Advertising.

Published monthly at Garden City, New York, for October, 1959.

State of New York, County of Nassau, SS.: Before me, a notary public in and for the State and County aforesaid, personally appeared M. L. Strutzenberg who having been duly sworn according to law, depose and says that she is the Business Manager of the magazine, The Reporter of Direct Mail Advertising, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 527, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the name and address of the publisher is Henry R. Hoke, Jr., 224 Seventh Street, Garden City, N. Y. Name and address of the editor is Henry Hoke, 3 Bluff View Dr., Clearwater, Fla. Name and address of the business manager is M. L. Strutzenberg, 224 Seventh Street, Garden City, N. Y.

2. That the owner is: The Reporter of Direct Mail Advertising, Inc., 224 Seventh St., Garden City, N. Y. The names and addresses of stockholders owning or holding one per cent or more of total amount of stock are: Henry Hoke, president, 3 Bluff View Dr., Clearwater, Fla., M. L. Burfield, treasurer, 96 President St., Lombrook, N. Y., Henry R. Hoke, Jr., secretary, 115 Hilton Ave., Garden City, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent or more of total amount of bonds, mortgages or other securities are: Henry Hoke, president, 3 Bluff View Dr., Clearwater, Fla., M. L. Burfield, treasurer, 96 President St., Lombrook, N. Y., Henry R. Hoke, Jr., secretary, 115 Hilton Ave., Garden City, N. Y.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

M. L. STRUTZENBERG
Sworn to and subscribed before me this 28th day of September, 1959.

Frances Mantel, Notary Public,
Commission expires March 30, 1960.

IN GOOD COMPANY...

If you'd ever glanced through our Portfolio, you'd have noticed how many different kinds of businesses find it profitable to use our "built-in" reply card (or envelope) to add more "pulling power" to their direct mail promotions.

You'd notice, too, the stature of each individual company... many of them leaders in their particular field. This fact in itself would tell you that when your direct mail promotions take advantage of our RETURN-A-CARD format and our creative and production organization... you've merely confirmed the judgment of executives in some of our country's largest and most successful companies.



SALES LETTERS, INCORPORATED

155 West 23rd Street • New York 11, N. Y. • Tel. WA 9-2480

SALES OFFICES: Newark, Philadelphia, Chicago

SELF-DUPICATING 3"x5" INDEX CARDS

provides an automatic
file record of mailing
lists while addressing

carboff



EASY TO USE! Simply place self-duplicating card under flap of envelope or behind address area of letter before typing or using addressing machine. Write direct for FREE samples.

WAXON-CARBOFF, Inc., 8 Commercial St., Rochester 14, N. Y., Dept. D-10



"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Just back from the convention. You'll read plenty about it in other parts of this issue. So no comments here other than to say it was, to my mind, the best convention yet. The setting was wonderful. The food the same. The program up to standard.

While away my desk has a way of getting itself piled up with correspondence, those welcome letters from readers of this column, clippings, notes, tidbits having to do with the use of mail. So let's take them as they come.

"Neither rain nor snow, etc."

A clipping from the Detroit Free Press about a woman in northern Michigan (Petoskey) writing a letter to a Mrs. Art Bartnick in Brighton (just 10 miles east of Howell) addressed thus:

Mrs. Art Bartnick. Her dad owns a bar downtown . . . don't know the name of it but his last name is Bogart . . . if that ain't it, there must be a beer-drinking mailman who knows which one it is . . . maybe that good-looking blond behind the bar will dispense with a free beer . . . Brighton, Michigan.

Mrs. Bogart reports the letter arrived on schedule . . . maybe a little ahead of time.

More On the "Write as You Talk" Controversy

A letter from Luther A. Brock, Assistant Professor of Business Communication, Southwestern Louisiana Institute, Lafayette, La. He wrote me some time ago sending along an article on how to improve business letter writing. We disagreed on a couple of points.

First he said (in an attempt to write as you talk) "Listen to what you have said. Personally, I like the old-fashioned secretary who can read back your thoughts and maybe be a good

feedback for your message."

My answer: "On one point you and I disagree wholeheartedly—the use of the old-fashioned secretary to read back your thoughts instead of the new-fashioned dictating machine which can read them back just as well. If your secretary transcribes something on which she wants to make comment, she can do it from a disc, a belt, or any other device used in the modern dictating machine."

As far as writing as you talk is concerned, I quoted to Professor Brock Max Ross' comment on the subject—"Write as you would talk if you could edit what you are going to say."

I'm sure Max would accept Mr. Brock's comment on this subject, which goes as follows:

I've found that "write as you talk," trite as it may be, is a pretty good starter in teaching folks how to improve their letter writing. Both college students and adult groups seem to understand that writing as you talk is an elemental principle, a limbering-up idea, a getting-away-from-the-old-way-of-writing. Then when a writer has managed to get a little life in his copy (through use of conversational words, etc.) the editing for crisp, quick communication begins.

I'll buy that. How about you, Max?

Direct Mail Helps Keep in Touch

Allen S. Lassner, Vice President, Comet Press, New York City, hits the nail on the head with some instructions to printing salesmen. He says:

Active printing salesmen with a good sense of duty worry that they may be neglecting certain accounts by not seeing them often enough. At times it isn't possible to cover every spot as frequently as you or the buyer might like. Remember, you can't be everywhere. Best methods to keep your name and the name of the house in front of friend buyer, providing you can't be there in the flesh, are to make phone calls early or late in the day; to send clippings relating to the customer's business; to

write letters calling attention to new equipment or new people now with your organization; or even send a sample of that superb job just completed, together with a note.

And here's the part of what Lassner had to say which appealed to me:

This attention is the sort, too, that the busy buyer may prefer. It keeps you in front of more desks and provides the jab for the buyer. After all, in case he wants to see you in person, he can always say so.

"King Size" Better Than "Foot Long"

What's in a name? Tom Charack of Pacific Drive-in Theaters, Los Angeles, thinks there's a lot. He reports that describing a frankfurter as a "giant" or "foot-long" has had an unfortunate effect on sales. He says that such descriptions make the customer feel there is too much to eat and has led to sales resistance. By switching to the words "king size," he found business picked up immediately in the frankfurter department.

Compact Car vs. Big Car

Another clipping (don't know who sent it) with a Washington dateline:

A rural mail carrier wanted to lower the height of a mail box on his route in Franklin County, Ohio, because he couldn't reach it from his new small foreign car. But the farmer who owns the box complained to Rep. Samuel L. Devine (R., O.). The Post Office Department overruled the carrier: "It is believed that service can be conveniently provided from either a domestic or foreign-made car."

Who Wants a Promotion (?)

Just ran across a help wanted advertisement headed *To The Creative Copywriter Who Wants To Be An Advertising Manager*. I don't know of any. A creative copywriter wants to be just what he is—a creative copywriter. Or

else he isn't a creative copywriter in the first place. I'm sure none of my copywriting acquaintances would willingly trade the thrill of seeing what they write bring back orders or inquiries for making up advertising budgets, buying space, approving another writer's work, holding conferences with top brass, etc.

Back to Basics

Many of you read John Crosby's syndicated column on TV commercials. Parts of it bear quoting:

In my naive way I had always thought that a product ought to advertise its primary virtue. For instance, a soap's prime function is to get you clean and I thought they ought to advertise that. But no. Soap ads continue to boast the soap would make you ten years younger or it'd get a girl for you or stop body odors or anything except get you clean. But now these Mr. Clean commercials come along. Not only does the name of the thing salute cleanliness but the whole body of the commercial is a paean to cleanliness—a virtue which was never even considered in the old soap ads.

Similarly, a car's chief purpose in life (I thought) was to get you around. But you'd never guess it from the ads. You bought a car for the torsion-free hydraulugs. Or maybe you were entranced by the dynaflow with the automatic thrust. Or split action forward look. But now Chevy emphasizes the car will get you there. This has the simplicity of great sophistication.

It won't last, of course, but while it does, I applaud it. Maybe we can even look forward to the day when a watch will be advertised not because it's embraceable or because it can swim under water like a fish or because distinguished people wear it, but simply because it tells time.

On Copy Improvement

Here's another unidentifiable clipping headed *How To Get Better Copy*. (1) Take the writer of your copy into your complete confidence. (2) Give him freedom to create. (3) Don't try to polish or patch the copy. Have it rewritten if you don't like it. (4) Don't ask for short copy. A good idea may take 10 to 500 words. (5) Don't ask for a new idea—then be afraid of it when you see it. (6) Treat a fresh, new idea with respect. Take time to get used to it. It may be the thing to help you grow.

You know, I thought this was going to be easy—to pick up a whole column of quotes. It's almost as hard as starting from scratch.

Bob Stone, in his monthly service, has this to say:

Had a little discussion with one of our salesmen today about some of the differences between personal selling and direct mail selling. I said I thought a major difference was that in personal selling the prospect might ask you about something

you left out of your pitch. In direct mail—if you leave any major points out of your pitch, chances are your prospect will never ask you to fill in. ●

NICE TO COME HOME TO

Betty Roskam (The Roskam Company, Box 855, Kansas City 41, Missouri, writes: "The Boss (Oliver 'Dutch' Roskam) and I just got back from a vacation — and found this among our mail. It's too good not to share with others, and our 'poet' says it's original . . . so I thought perhaps you might have a good use for this. Author—Betty Walters of Roskam." The Boss and his wife took off on a trip. When things started happening, I thought I'd flip.

The phone started ringin' and the mail poured in. I didn't know whether to sink or swim. The sweat popped out and my hair turned grey. When the generator went out that day. Besides the license tags expired. When he gets back, I'll sure get fired. You know what people always say? When the cat is gone, the mice will play. For once, at least, this ain't so. Cause I've really been on the go. With the phone and the mail, and the post-office too. I've been sorta busy, I'm tellin' you.

**Your INSURANCE that every label GETS on, STAYS on
... every piece GETS LABELED ... FAST!**

Model E

CHESHIRE Labeling Equipment

Fully automatic accuracy — applies up to
12,000 pre-addressed labels per hour

SAVES IMPORTANT TIME—SAVES BIG MONEY on pre-addressed labeling jobs for many types of mailings. No wasted labels, no skipped pieces! Every label accurately, neatly applied on the proper spot. **Models start at \$3000**

Labeling Heads available as separate units for various types of machines not manufactured by Cheshire

Applies labels to envelopes, postcards and lightweight printed pieces up to 11" x 14½"

Widely used by volume mailers. There's a model for your need.

Investigate now — NO OBLIGATION!

CHESHIRE Inc.

1644 North Honore Street • Chicago 22, Illinois



NOW!...put PICTURE POWER

into your
sales
message...



with

SELL-O-VUE
by taylor-merchant

Taylor-Merchant's sensational new Sell-O-Vue gives you twice the impact at no greater cost!

Sell-O-Vue provides a dramatic 8-frame high fidelity full-color filmstrip, and a unique folding precision viewer — plus a printed brochure-folder for telling your story in full detail.

The clever combination — viewer, filmstrip, brochure-folder — is in aggregate a dynamic self-mailer that actually costs less than the usual color brochure alone! And it mails for a 4 cent stamp.

Phone or write on your letterhead today for free sample of this new sell-on-sight mailer. No obligation at all.

**Taylor
Merchant**

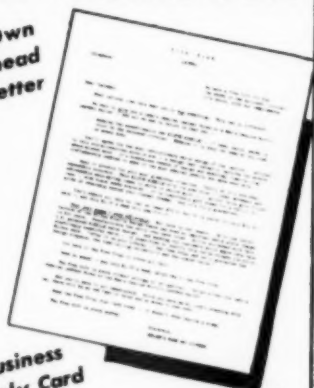
the taylor-merchant corporation
48 west 48th street, new york 36, n. y.
PLaza 7-7700

Circular
in 4 Colors

AMERICA'S MOST TIMELY PROVEN AND TESTED DIRECT MAIL PROMOTION



Your Own
Letterhead
and Letter



Business
Reply Card



Write today for sample mailing and complete information on how to get profitable results from your mailing list with minimum effort and with our warranty of NO MERCHANDISE LEFTOVERS.

ALTHEIMER & BAER Inc.
400 NORTH WELLS STREET, CHICAGO 10
America's Largest Merchandisers of Promotions

Ready To Mail
Ready To Ship

I didn't realize until then
With how many things a boss must contend.
I Used to think I'd like to be
A "wheel" at some big company
But since I've had a taste of this
I'll take my 40-hour week with bliss.
For now it's very plain to see
The Boss' job ain't what it seems to be.
I'll accept my pay check with happiness,
And just be a spoke in the wheel of
success ●

SAVE MAGAZINE TO MAIL 25 MILLION

SAVE, the digest size merchandising magazine, 711 Fifth Ave., N. Y. 22, N. Y., this summer completed a second test issue in three Indiana cities. According to H. Bernstein, vice president in charge of SAVE, the next issue will be distributed in April 1960.

Eighty-three thousand copies of the magazine were mailed free to the prime shopping families in Fort Wayne, Muncie and Richmond, Indiana in June of this year.

SAVE carried coupons from leading manufacturers redeemable at the check-out counter of a super market or drug store. Mr. Bernstein told the writer that coupon redemptions reported for the first four weeks of June are running as high as 35% on several products featured in the magazine. The figures are based on information received from Cid Romary, advertising manager for Rogers Markets which do approximately one-fifth of the grocery business in Fort Wayne. Out of 40,000 magazines delivered in Fort Wayne, actual coupon redemptions are as follows: Product A—5,184; Product B—2,366; Product C—1,701; Product D—2,972; Product E—3,986; Product F and G—8,319.

A letter to SAVE from Claude Belcher, district sales manager, for one participating advertiser, in the Muncie-Richmond territory, indicates that as a result of SAVE's merchandising program, they were able to get distribution of their product increased in Muncie from 57% to 83%, and in Richmond from 30% to 76%.

National and local chain stores in the three test cities tied in with SAVE's newspaper advertising and point-of-purchase merchandising programs, which helped to account for the large volume of sales of SAVE advertised products. Participating advertisers in the two test issues of SAVE include Bristol - Myers, Colgate - Palmolive, Ford Motor Company (Edsel Division), General Foods, General Mills, Kraft Foods, Lever Bros., Life Magazine, Personal Products Company,



REPRODUCED IN 4 COLORS BY OFFSET LITHOGRAPHY ON INTERNATIONAL TI-OPAKE, VELLUM FINISH. BASIS—25 X 36—80 LB.—500. PRINTED 18 UP AT 4000 IPH.

Doesn't this make your trigger finger start to tingle?

This striking reproduction of a crisp fall hunting scene is printed on International Ti-Opake, one of America's new *first family of fine papers* by International Paper. —>



Your good printing—on our good International Papers— can introduce millions to the outdoor life

NEEED OPACITY in a *lightweight* sheet? Economical International Ti-Opake fills the bill.

See how pictures practically pop right off the page? That's Ti-Opake's clean white surface for you. And there's no feathering or offsetting. You can count on beautiful results like this, in flashing full color or dramatic black and white.

International Ti-Opake is one of the most *versatile* papers we make. It's equally suitable for offset-lithography, letterpress, silkscreen, or sheet-fed gravure.

You'll find that the fast-drying properties of International Ti-Opake make it ideal for financial and real estate prospectuses and other rush jobs. Ti-Opake is also widely used for brochures, stuffers,

greeting cards, price lists, booklets, inserts, annual reports, and announcements.

Ask your paper merchant today about the new 8½ x 11 *ream-sealed* packages. They are made to order for small offset-duplicating presses and come in convenient pull-tape junior cartons. International Ti-Opake is also available in all standard book sizes.

Pillsbury Mills, Procter & Gamble, RCA Records Club, and Reader's Digest.

The Spring 1960 issue of *SAVE* will be distributed to 25 million families in seven Nielsen regions. Advertisers are given the option of using the total distribution, or any combination of the Nielsen regions.

MAIL BOX SALES CLUB of Indianapolis has scheduled following meetings—October 7th, Charles B. Simkins, Sales Idea Service, Chicago, will discuss "Creating New Ideas in Your Next Mailing" at noon, Hotel Warren, October 14th, a "Work-Shop Session" at Rod's Composing Service, on improving and creating direct mail pieces. November 4th, Jerry Thiel, Appleton Coated Paper Co., Appleton, Wis. talks on "The Impact of Color in Advertising" noon, Hotel Warren. On November 11th another "Work-Shop Session" at 6:15, Hotel Warren for a discussion of problems on direct mail. "Work-Shop Sessions" closed to non-members.

A BRIGHT FUTURE

REPORTER'S NOTE: This is not the usual kind of nuts and bolts item that appears in these columns. Concerns new horizons in living . . . what we'll be buying, what some of you will be involved in selling in the not too distant future. We're printing this to excite your imagination . . . to help you measure the promotion climate of tomorrow.—PH.

CHICAGO, ILL., May 21—American industry is facing a new customer—one who is a "mobile man and on the upgrade"—and as a result is confronted with a challenge to market new and exciting products, a top executive of Westinghouse Electric Corporation declared here today.

Speaking at the annual spring meeting of the Association of National Advertisers, Inc., being held at the Edgewater Beach Hotel, James H. Jewell, Westinghouse vice president in charge of marketing, stated:

"Today we're marketing in a period when our customers have changed because their whole set of values has changed. It's not just a case of the past speeded up—we're marketing in a completely new climate . . . the customer is on the upgrade . . . and these changing values lead to changing tastes, styles and demands."

To illustrate the result of these demands, Mr. Jewell explained the research and development that preceded the recent Westinghouse announcement of new thermoelectric

SALES LETTERS

Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 31 years old. Send for circular "R". Please write on letterhead.

"That Yellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Gene Week

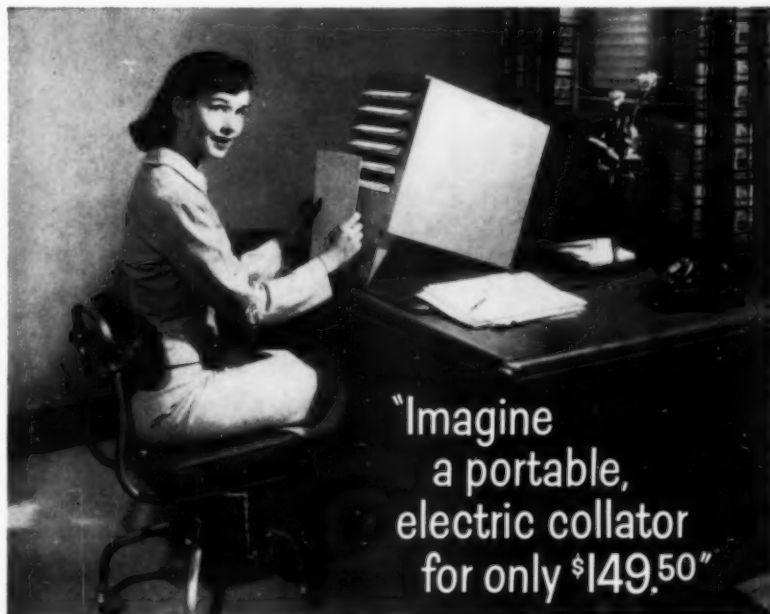
DIRECT MAIL ADVERTISING

for . . .
Advertisers - Agencies
Publishers
647 Kent Avenue,
Teaneck, New Jersey

IS WHAT YOU SELL REALLY THE BEST?

It can't be because all your competitors say their service, price and quality is tops. Instead of out-shouting them with duplicate bombast keep in mind that when everyone features the same buying advantages the order goes to company and salesman on friendliest terms with the prospect. The motto direct mail campaign creates that friendliness in an unusual, effective, exclusive, economical way—and produces inquiries and orders. Your business letterhead brings details.

LET'S HAVE
BETTER MOTTOES ASSOCIATION
2127 East Ninth St.
Cleveland 15, Ohio



"Imagine
a portable,
electric collator
for only \$149.50"

the NEW Thomas "Desk-Top" Collator

Now for the first time a completely electric collator that is priced within the reach of every office . . . actually *half the price* of anything on the market. Yet, this new Thomas has the capacity to handle 8½ x 11 sheets of most tissue, onionskin, one-time carbon, bond, mimeo and even ½" cardboard. It's portable, light weight and extremely simple to operate. A flip of the switch and the tiresome time-consuming task of gathering pages into sets becomes an efficient, effortless job . . . *that's almost fun!*

Mail coupon . . . or ask your own stationer or office equipment dealer to make arrangements for a free demonstration.



THOMAS COLLATORS INC.

Thomas Collators Inc. Dept. W
100 Church Street, N. Y., N. Y.

- ☐ Sounds good . . . send literature!
☐ I'd also like a free demonstration.

NAME _____ (please print)

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

appliances.

"We have one marketing team set up with the continuous assignment of working with our basic research laboratories," he stated. "Their job is to give marketing directions and guidance to research work so that it is pointing the same directions that our customers' wants and needs are moving.

"Then once a year, under this group's direction, we make up a team of our marketing people and our research people which visits every division of our company. The purpose, once again, is to align our new product development work with the needs of our customers...or, his changing values.

"Last year this team returned from its swing with 640 ideas for new products. Out of this group, 30 were picked for the development program

for 1959."

The Westinghouse executive declared that one of these 30 was in the field of thermoelectricity.

"Within the past year we made the decision to invest enough of our research and development people's time and money to push through working models of products using this principle (thermoelectricity).

"Our market research indicated the new consumer would accept these radical new products...our scientific research said some day they can be turned out at reasonable prices."

Mr. Jewell displayed three of the thermoelectric appliances—a baby bottle warmer that both cools and heats the milk; a refrigerator with no moving parts, no motor, no cooling coils, no compressor; and a mobile hostess cart with both refrigeration and oven compartments.

He also showed an electroluminescent wall panel that not only lights but also heats and cools.

With the thermoelectric refrigerator, he said it is possible to make such units "in which all the space is utilized for food storage. We can now put it anywhere we want it in the home. We can have refrigerated drawers at any spot in the kitchen...or in the living room...or beside your bed. Or, we can make refrigerated shelves and place them anywhere. There are infinite possibilities for its use."

The hostess cart was described as a "perfect portable kitchen for the patio. No extension cord is needed outdoors as it carries its own power for up to six hours use. It has both a cooler and a warming oven."

Mr. Jewell said the wall panel is "perhaps a kind of wall of tomorrow. The current flows one way—and the wall cools. It flows the opposite way—and the wall heats. Moreover, different colors of light can be achieved merely by changing the frequency of the current. When perfected, these panels could conceivably lead to entirely new concepts in architectural design and room decoration."

A new idea in American homes, in which electricity does nearly all the work, also was discussed by Mr. Jewell as he showed illustrations and a movie film of the Total Electric Home.

He said Westinghouse will spend \$2,500,000 during 1959 on a public information program to introduce the Total Electric Home to the public. The main difference between this new home and conventional homes is that electricity does almost everything—it illuminates, heats, cools, entertains, prepares and preserves food, does the manual labor and, above all, saves time so that families can see more of each other and do more things together. ●

GOOD OPENER

We see so many "corny" subscription letters...it's a treat to find one with a demand-to-be-read opener. Here is an exception we liked from American Heritage, 551 Fifth Ave., New York 17, N. Y.

Dear Reader:

Suppose one or another of these events were headlined in tomorrow's papers —

PRESIDENT UNDERGOES SECRET OPERATION
MANNED AMERICAN SPACESHIP LAUNCHED
TOP COMMUNIST PREDICTS RUSSIAN DOWNFALL



Would you like to send your customers and prospects letters that have all the punch and selling appeal of expensive direct mail pieces? Of course you would, and with Arthur Thompson & Co. full-color Seasonal Stationery you can do so at a cost of little more than an ordinary letter.

Now at your nearest Arthur Thompson & Co. distributor is the new 1959 Fall and Christmas PORTFOLIO that displays new beautiful natural-color lithographed Christmas letterheads and envelopes, Christmas cards (including the popular high-gloss type), rich-looking steel-engraved Christmas letterheads, Thanksgiving letterheads and others. All you do is imprint your personal message and mail. Nothing could be easier than that.

Plan now to take advantage of this attractive, easy way to supplement your direct mail program. Ask for your free copy of the 1959 Fall and Christmas PORTFOLIO from the nearest Arthur Thompson & Co. distributor.



ARTHUR THOMPSON & CO.

109 MARKET PLACE • BALTIMORE 2, MD.

Any one of them would shake the world. As a matter of fact, they *have* happened —

President Grover Cleveland underwent an operation for cancer of the mouth — kept secret because he didn't want to alarm the country in the midst of the financial panic of 1893.

A spectacular American "spaceship" — a balloon carrying four men—was launched in St. Louis and traveled a whopping, thrilling 1,200 miles. In 1859.

Karl Marx predicted Russia's downfall in an article he wrote as European correspondent for Horace Greeley's *New York Tribune*. In 1853.

History doesn't always repeat itself; but a knowledge of history can lend perspective to the present. As Winston Churchill has said: "Without a sense of history, no man can truly understand the problems of our time." And that is why we believe AMERICAN HERITAGE, the unique magazine of history, can be rewarding for you and your family.

Then followed three more letter pages describing the magazine. ●

RETIRED

J. S. (JESS) ROBERTS, who for 37 years has been with the Retail Credit Co. of Atlanta, Ga. retired (by company policy) on his 65th birthday, August 5, 1959. Most of Jess Roberts' stint with Retail Credit has been as director of advertising.

The company's enormous business, throughout its entire history of some 60 years, has been built almost entirely by direct mail. In fact, most of its operations have been conducted by mail. Jess has been a stemwinder for all local and national direct mail activities. He served two terms as president of the Direct Mail Advertising Assn. during the turbulent years of 1936-1937.

During recent years, Jess has been best known as the chairman of the Code of Ethics Committee of the DMAA. He, together with John Yeck and a few other people, devised a code and guided it through passage by the association.

One of Jess Roberts' other outstanding achievements was his success in gaining the acceptance (by mail) of May VanderPyl of Advertising Letter Service, Detroit, to become his bride.

These two well-known direct mail personalities were married in June of 1956.

Jess told us sometime back that he would not retire entirely . . . wanted to keep up his interest in advertising, if he could just have a four-day week. That desire was crystalized late in August when the Atlanta Advertising Club (one of the finest in the country) named him as executive secretary.

After a short vacation up North he will be on the new job October 1. May, of course, will continue her publicity activities with many of the women's and civic clubs of Atlanta.

Jess is succeeded by Joseph L. Sheehan, a former resident of Cambridge, Mass. and a graduate of Boston University. He started with Retail Credit in their Boston office in 1953, but came to Atlanta in April 1955 as an apprentice in the advertising division. We understand Joe has been widely accepted in the business community. He is very active in the Junior Chamber of Commerce. He will take Jess Roberts' place as the representative of the Retail Credit Co. in the Direct Mail Advertising Assn. He has a big job to fill, but we'd be

willing to bet our boots he can get help whenever he needs it by calling the Roberts' telephone number at 2846 Alpine Road, NE, Atlanta 5, Ga.

BEST LETTERPRESS?

The DuPont external house magazine "Better Living" has always been our first choice as the best all-around house magazine and the best from a production standpoint on the use of halftones and letterpress production. At times we've considered writing an article on the subject, but the folks there at DuPont say the fine

DESIGNED FOR EFFICIENCY

New!



MACKINAC

Job-Ready BUSINESS PAPERS



- MACKINAC BOND
- MACKINAC DUPLICATOR
- MACKINAC MANIFOLD
- MACKINAC MIMED
- MACKINAC OFFSET
- MACKINAC OPAQUE

Mackinac Job-Ready Business Papers are designed for maximum efficiency on all modern printing and duplicating machines. Each grade in the Mackinac line has a surface that is especially prepared to give the best possible reproductions in the process for which it is made.

Mackinac Job-Ready Business Papers are precision cut at the mill to sizes 8½" x 11" and 8½" x 14". They are mill-conditioned and packaged in moisture proof wrappers. Available in brilliant white and six bright colors.

Sold exclusively through Paper Merchants

FLETCHER PAPER COMPANY

General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS
Mill at ALPENA, MICHIGAN

this letter...



*brought in over 65,000
requests
for this booklet...*



Getting leads for salesmen, making their work easier and more productive has been "a specialty of the house" with us for over 37 years. We don't just plan and prepare direct mail—we *make it work*. For such firms as—

International Business Machines Corporation; National Geographic Society; Chilton Company, Inc.; J. B. Lippincott Company; Dictaphone Corporation; Selas Corporation of America; R. O. H. Hill, Inc.; The Mead Corporation; The Mosler Safe Co.

Phone RItenhouse 6-0180, or write

THE
BUCKLEY ORGANIZATION, INC.

Philadelphia National Bank Bldg.
Philadelphia 7, Pa.

halftone results are simply due to care in plate workmanship and extraordinary care in makeready and press running.

We have found another house magazine which will cause DuPont to step aside slightly. The "Aramco World" has just about the best letterpress cover we have ever seen. We are reproducing it here just to show you how dramatically the cover photograph is arranged, but the re-



duced illustration cannot accurately describe the brilliance of the photograph reproduced on high gloss heavy cover stock. The "Aramco World" is the external publication of the Arabian American Oil Co., 505 Park Ave., New York 22, N. Y. Thomas J. Gartland is listed as the editor. The inside pages of this 24-page, 8½" x 11" commercial masterpiece are not printed on quite as good paper as the cover... a book paper rather than high gloss coated. But the letterpress work, especially in the photographs, is exceptionally well done.

Our scout who tipped us off on "Aramco World" had some reasons why this production is so outstanding. Of course, it has to be planned carefully by the editor, but when the job is in the printer's it gets full attention from everyone concerned... proofreaders, engraver, president, production manager. We understand that lots of time is spent on makeready. If a plate does not look all right, it is taken off the press and sent back to the engraver; or the engraver comes in and decides what can be done about it. Pages are checked continually during the running to make sure that nothing has gone wrong... like broken type, or bad paper, and so forth. In other words, it's time and attention that can produce a custom-made job.

It is not our custom to promote

CALL

Flexo-Lettering
FOR

PERSPECTIVES

ITALICIZING

REPROPORTIONING

CONDENSING

CURVING

THINNING AND WEIGHTING

OUTLINES

CAST SHADOWS

ANY EXTREMES

from type, lettering, logos, art
You dream up the effect you want
—we'll reproduce it to perfection.

PLAZA 3-4943

FLEXO-LETTERING CO., INC.
305 East 46 St., New York 17

*Since 1937 the greatest name in Triph
Photography and Process Lettering*

NEED QUALIFIED MAILING LISTS?

**Check Your Requirements
Now.**

- ☐ Are you looking for lists that are tailored to your market?
- ☐ Do you need more mail order buyers for your product or service.
- ☐ Are you looking for New, Bigger Markets?—New Buyers of a wide variety of goods and services? Books? Subscriptions? Merchandise? Novelties? Premiums? Agents? Fund Raising?

Why not call Screened Mailing Lists today for sound, experienced recommendations that may increase the dollar return from your future mailings?

Call JUDson 6-2086 and ask for Ceil Levine, your most helpful list broker.

Ceil Levine
SCREENED MAILING LISTS

THE FISK BLDG.

250 West 57 Street New York 19, N.Y.

any particular printing outfit. At the time we saw our first copy of "Aramco World" we didn't know the name of the production outfit, but now we cannot resist telling you that the printer is: Thomas A. Koppel Co., Inc., 228 East 45th St., N. Y. 17, N. Y. ●

YOUR ENEMY — CUSTOMER/PROSPECT INERTIA

To get people (in commercial quantities) to *act*—to do anything—even remember a brand name, must be paid for in energy, thinking, money—all three. Next time you wonder why more people ignore your brilliant, expensive advertising and *don't* buy X can of beans—look at these facts-of-life figures on a vitally important "product"—Salk Vaccine. Its "benefits": to save human life from crippling polio. Sounds like a cinch to "sell"—considering its value. Yet under these facts:

Despite 3 years of publicity efforts by the National Foundation, The American Medical Association, the U. S. Public Health Service, and all the hundreds of millions of dollars of publicity on TV, radio, in newspapers and magazines... (including *free* shots to those who requested it), more than half of the population has not gotten the Salk vaccine vaccination!

"Out of America's 175 million people, 93 million (56%) have not had any Salk shots; 4 out of 7 Americans have still done nothing."

From "Marketing Reminders," wonderful monthly newsletter of researcher Richard Manville, 230 Park Ave., N. Y. 17, N. Y.

WORTH REPEATING

Back some years ago, Sam Gold of Lignum-Vitae Products Corp., 96-100 Boyd Ave., Jersey City 4, N.J. gave us his reasons why he doesn't use any flesh-and-blood salesmen to sell his products, but uses postage stamps entirely. It's worth reprinting... to give you an idea or two for selling management on the relative merits of direct mail.

A postage stamp never goes to the movies in the afternoon ● A postage stamp never goes to a ball game ● A postage stamp never has a hangover ● A postage stamp never has psychological problems ● A postage stamp never lets down ● A postage stamp never goes out with a blond (or

**make six
sales calls
on a prospect
for only**

99¢!



For only 99¢ a name, you can send a complete direct mail campaign to 1,000 prospects. (Of course, the larger your list, the lower the unit cost.)

The campaign is tailor-made. It consists of six proven, action-getting direct mail pieces, ranging from a novel POSTALGRAM mailing card with a built-in reply card... to an eye-catching MAILOFILM that has brought praise from direct mail experts.

The price of 99¢ per name covers all art and production, addressing, enclosing and mailing (only postage is extra).

To receive a free sample kit of the 6-piece direct mail campaign, write or phone Tullio Rossetti, Vice President, or Sparty Nardone, Sales Promotion Manager.

MAILOGRAPH COMPANY, INC.

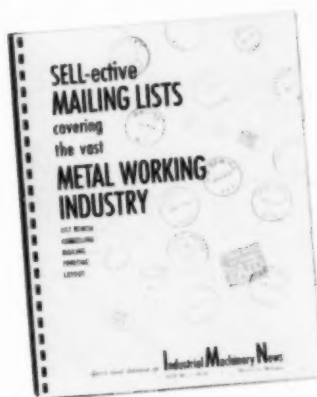
41 Water Street, New York 4, N. Y.

BOwling Green 9-7777

Creative Direct Mail Since 1920

If you like, any one of these experienced account reps will be glad to discuss the campaign with you personally: Norman Liebman, Alfred Froimson, Graham Silverstein, Walter Meinzer.

B



INCREASE Your Sales!

**Sell To The Dynamic
METALWORKING
INDUSTRY**

Now available! Direct Mail lists covering all types of metalworking plants... machine tool users, stamping and fabricating plants, foundries, structural steel fabricators, manufacturers of finished metal products, etc... S.I.C. selection! Choose the type and size plants you want to reach! Select the area you wish to cover! All lists are zoned for speedy postal handling and delivery! Catalog describes complete service.

Active Circulation Procedures Assures Accuracy & Vitality of Lists

Write or Phone for Your FREE Copy

— DIRECT MAIL DIVISION OF —
Industrial Machinery News

16237 Meyers Rd. Detroit 35, Mich.
Phone: U^{niversity} 3-5811



EXPERIENCE COUNTS

*"A Satisfied Client Is
Our Biggest Asset"*

- For Direct Mail Advertising
- Maintenance of Customer Mailing Lists
- Addressing • Mailing
- Preparation and Printing Every Type Literature.

PONTON gives the exceptional in Client Services! Our Experience . . . 74 years of professional "know-how" in the Direct Mail Field . . . helps Clients locate new dimensions in marketing campaigns at the lowest possible cost.

"Selectronics" — Electronic Selection of Mailing Lists — Another PONTON FIRST!

can pin-point prime prospects or blanket a mass market . . . as PONTON catalogs over 12,000 List Classifications electronically selected to your personal order. Our IBM Equipment guarantees against error . . . duplication . . . waste . . .

PONTON Lists are full-fledged Advertising, Marketing and Selling mediums. There is no area PONTON cannot code for you . . . Financial Strength, Employee Strength, Executives, Professional, Industrial, Retail, Wholesale, Income . . . or any other.

PONTON CLIENT SERVICES

mean dependability, efficiency, lower promotion costs and greater savings for you.

Use Ponton Packing & Shipping Co. (a Subsidiary of W. S. Ponton, Inc.), for Packing and Shipping Your Merchandise, Domestic and International.

WRITE NOW FOR THE 1959 PONTON CATALOG "List-O-Trades"



The Most
Complete
Direct Mail
Catalog
Published



W. S. PONTON, Inc.

44 HONECK STREET, ENGLEWOOD N. J.

Phone: LOwell 9-5200

New York Phone: MUrray Hill 7-5311

a brunette) • A postage stamp never needs a pep talk or sales meeting • A postage stamp never needs daily or weekly bulletins • A postage stamp never rubs a customer the wrong way • A postage stamp never needs an automobile • A postage stamp never has family problems • A postage stamp never spends more money on a trip than anticipated • A postage stamp never has to be replaced • A postage stamp never sleeps, but works 24 hours a day • A postage stamp never leaves you, taking customers with him • A postage stamp stays with you . . . always brings new customers to you. •

INGENUITY

That Bill (W. T.) Clawson of Harris Intertype Corp., 55 Public Square, Cleveland 13, Ohio takes the cake (or something) for his ingenuity in handling press relations. In the first place, his direct mail is outstanding, but the press releases to the trade accompanying each piece make every new one more exciting. No wonder Bill received the distinction of being named "Industrial Adman of the Year."

Bill's latest wrinkle is a sure-fire hit with editors. Any editor who has printed some item from a Harris release gets an impressive-looking, 8 1/2" x 11" certificate mailed in a large envelope with a protective stiffener. There is a silver seal with blue ribbons attached at bottom left, with a shiny ten-cent piece glued to center of silver seal. Here is the clever wording on certificate:

IN RECOGNITION

(This Certificate)

Has been the recipient of a special gold medal for its outstanding contribution to the direct mail industry.

In recognition of the outstanding contribution made by the recipient to the direct mail industry.

and for the service rendered to the direct mail industry.

Whereas direct mail is a most effective method of reaching the consumer, and

Whereas direct mail is a most effective method of reaching the consumer, and



WE HEREBY CERTIFY TO YOU THAT

"In Recognition . . . This Certifies That (fill in) of (fill in) has had the foresight and good judgment to quickly recognize a newsworthy story and to place it in the editorial pages of his magazine. In recognition of this talent and to show our appreciation, we hereby affix our signatures

Master Copper
Powderless
Etching
Machine



Copper Powderless Etching...

Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middletone and shadow areas.

HORAN ENGRAVING CO.,

44 West 28th Street, New York 1, N. Y.
MUrray Hill 9-8585

Branch Office: Newark, N. J.

THE Roskam CO.
P.O. Box 855
K.C. 41, Mo.

MAIL ORDER
LISTS

FARM MARKET
LISTS

HIGH VOLUME
MAILING

MEMBERS
OF

DMAA ATCMU

NATIONAL COUNCIL
of MAILING LIST BROKERS

HOW TO BECOME A
DOCTOR OF
onomatology
IN THREE EASY STEPS

1. **WRITE** to Guild about any list you have to 25,000 or more buyers or inquirers.

2. **PERMIT** Guild to explain how we can help you keep this list profitably employed by arranging for non-competitive companies to mail to it.

3. **ASK** for Guild's standing desk calendar when you write about your list.

On one side of this unique calendar, you will find a 12 month sequence running to June 1960. The other side shows that your proficiency in the science of selecting and classifying names entitles you to an honorary DOCTOR OF ONOMATOLOGY degree.

GUILD LISTITUTE

SINCE 1899
160 ENGLE STREET
ENGLEWOOD, NEW JERSEY
Charter Member
National
Council of
MAILING LIST BROKERS

Before you
make your
next mailing
... CHOOSE
FROM THE
1/4 BILLION
MAIL ORDER BUYERS
INQUIRERS and PROSPECTS

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:

Moseley MAIL ORDER
LIST SERVICE, Inc.
MAIL ORDER LIST HEADQUARTERS
Dept. R-610
38 Newbury St., Boston 16, Mass.
Charter Member National Council
of Mailing List Brokers

on this the (fill in) day of (fill in) in the year (fill in). Let it be known that this Certificate of Recognition—produced without regard to cost, on one hundred percent rag content paper—and the ten cents attached will get one cup of coffee at any low-priced lunch counter. Whereas, ten of these certificates will entitle holder to demand on sight, from signers, if you can catch us, one full course dinner at an equally low-priced lunch counter. Harris-Intertype Corporation . . . (signed) W. P. Bourquin, assistant advertising manager . . . (signed) W. T. Clawson, director, advertising & promotion.”

We think this is a fine example of ingenuity in handling press relations. Much better than either the high-pressure or just plain stupid techniques too often used.

Maybe Bill's idea could be used in other than graphic arts fields. Everyone should remember that press releases are definitely a part of direct mail. They should be planned as carefully as any other piece of direct mail. The writing should not be left to the office boy. The job of a press release is to sell an idea. ●

PRINTED PROMOTION USED FOR A SAFETY CAMPAIGN

The Dayton Rubber Co. of Dayton, Ohio employed all the tricks of good merchandising to put across a plant safety campaign. For a month, employees received letters, saw signs and cheesecake photos with curiosity slogans, “K. N. E. Coming Soon.”



Finally, a big tent went up in the plant near Safety Headquarters. Employees were given time off to go to tent and see safety movie (prepared by United States Steel Corp.) titled: “Knowing is Not Enough.” Employees were given tie-in buttons and pamphlets on way out. Later, they received comic books and letters at home, keeping up a constant barrage of appeals for “caution before an ac-

A LEADING BUSINESS PAPER REPORTED THIS ABOUT

Autopen

SIGNING MACHINE

International Autopen Company makes the Autopen Signature Signing Machine which rewrites a signature at the rate of 3,000 times in an 8-hour day. It writes with any fountain pen (including your own) containing any type of nib, in any color of ink. Anyone can operate the machine which is



changed in a few seconds to allow machine to write different signatures or other text. Machine written signatures cannot be distinguished from original, and is legal on any check or document. This provides control against forgery since machine written signatures are identical to master, never varying like a manual signature. To prevent unauthorized use, master can be locked in a safe, and machine can be equipped with locks and counters to control its use. The Autopen is used to sign insurance policies, stock certificates, diplomas, celebrities' photos for fans, authors' autographed books, etc. Real signatures increase the value of direct mail. So far, the government is largest user of Autopen. Machine is hand fed and operates by a foot pedal. Ideal for lettershops that produce automatically typed letters, because it offers the ultimate in facsimile letter reproduction. Literature available by writing International Autopen Co., 1026 20th St., N.W., Washington 6, D. C.

**MAJOR
INDUSTRIAL
BUYING
DECISIONS
ARE
MADE
BY
THE
KEY
EXECUTIVES
ON
McGRAW-HILL'S
PERSONALIZED
BUSINESS
AND
INDUSTRIAL
MAILING
LISTS**

Free catalog on request.

Call or write:
**McGraw-Hill
Direct Mail Division
330 West 42 Street
New York 36, N. Y.
LOngacre 4-3000**

cident happens."

According to reports . . . the program not only attracted good-humored attention, but achieved its real purpose of cutting down accidents.

If any other plants are interested in a similar promotion . . . you can get details from Elwood Schwartz in the Public Relations Dept. ●

**QUICK
ANSWERING**

J. P. Bellamy who is in the mail order business in Memphis, Tennessee (Box 1218) wrote to comment on the lackadaisical way some outfits handle orders. Recently, he sent a check for an item costing \$100. No acknowledgment of order. Waited four weeks until article arrived. It was okay, but he worried whether order or shipment had been lost. Mr. Bellamy avoids this suspense in his business. He has a stock processed card which reads: "Thanks very much for your order received today; shipment will be made in 10 days or less. Enclosed are an extra envelope and an extra folder—won't you please give these to a friend? Your friend will appreciate your tip and we'll be grateful for your favor! Thanks again for your very fine patronage."

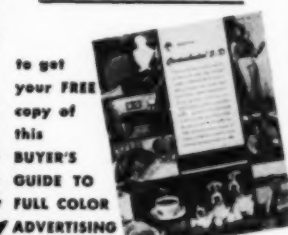
As soon as order is received (he sells small items ranging from \$1 to \$10) the card is rubber stamped with date and mailed same day. Its short message accomplishes everything necessary. Most customers are pleasantly surprised because orders are usually shipped in much less than ten days, and arrive shortly after card. Such service stimulates the customer to tell friends and to pass along the extra folders and order envelopes.

Mr. Bellamy comments: "There is some very fine advertising going in the mails today which costs a lot of money, but it is rare that any of the firms mailing these pieces will take the time and trouble to send promptly a warm and courteous acknowledgment to those who respond." ●

"My philosophy toward antitrust and trade regulation can be briefly stated. I believe in vigorous enforcement of the laws, coupled with a maximum effort to encourage voluntary adherence to the laws by the business community. I believe that the Commission in all its actions should accord to those it regulates a maximum of fairness and due process."

Statement by Earl W. Kintner of Indiana after being designated as Chairman of the Federal Trade Commission.

just released
**A NEW GUIDE FOR
DIRECT MAIL USERS**



to get
your **FREE**
copy of
this
**BUYER'S
GUIDE TO
FULL COLOR
ADVERTISING**

— attach this ad to your letterhead.
Learn how the added sales impact of full color is within reach of any budget.

—This information a **MUST** for every creator and buyer of direct mail, advertising, or sales promotional materials.

Curteichcolor® 3-D
"natural color with added depth"

- post cards
- circulars
- direct mail
- dealer aids

CURT TEICH & CO., Inc.
1733 W. Irving Pk. Rd., CHICAGO

CONSCIENTIOUS

service
for finding the right list
for You

3,521,000

~~**3,400,000**~~

active names of mail order buyers, donors to fund raising appeals — Catholic, Jewish and Protestant, subscribers and expires to financial services, selected investors, magazine subscribers and expires and others.

available

NOWHERE ELSE

Let us get to know you. Send us a sample of your mailing piece, and we will put our 22 years' experience to work for you.

**THE COOLIDGE
COMPANY INC.**

**125 East 23 Street
New York 10, N. Y.
ALgonquin 4-8870**

Million Dollar IDEAS

...a penny apiece!

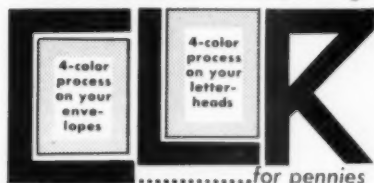
Every single month, ideas selected from 40 or more business and trade publications are packed into a single issue of **BRIEFED**. Over 100 ideas per issue, more than 1000 per year. *Selling ideas! Advertising ideas. Promotion ideas!* No worthwhile idea escapes **BRIEFED**—and each has been tested on the firing line—sold goods and services for America's most successful businesses. You can quickly and profitably put these ideas to work for your business by reading **BRIEFED** regularly—just as the nation's top executives do. Only \$10 per year for 12 idea-packed issues.

briefed

FOR THE BUSY EXECUTIVE

400 MADISON AV., (Dept. R2) N.Y. 17, N.Y.

VISUALIZE natural, selling



FREE KIT on request **Commission** to recognized agencies and photographers

Colortone press

Color Stationery Specialists

2412 17th Street, Northwest, Washington 9, D. C.

TALKING (It's a Phonograph Record)
POST CARD

Full
Color!



DRAMATIC

sales punch for your product in full color plus a sound recording. Good for 200 playbacks. New techniques assure high quality and low prices.

Write to **CONSOLIDATED LITHO. CORP.**
[Paper Record Div.] Carle Place, L.I., N.Y.

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

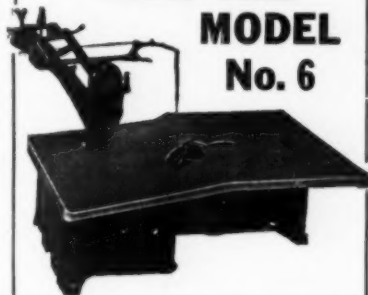
HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards... Dartnell Gold Medal... Editor of IMP, "The world's smallest house organ"

NAMES IN THE NEWS

FRANCIS S. ANDREWS has been named Boston area distributor for Autotypist. Will open shop at 18 Providence St., Boston... Changes at Bankers Life and Casualty Company, Chicago. **CHARLES MACGILL LYNDE** has been named to the position of executive assistant to the marketing vice president. **ED CONDON**, assistant advertising director, was named advertising director. **WARREN MATTIX**, conservation manager, has been named to the post of Assistant Ad Director... **JAMES F. COOGAN** has been appointed advertising manager for Texaco, Inc., and **RAYMOND APY**, sales promotion manager. Both will work with **JOHN H. CHILDS**, newly-appointed general manager of advertising and sales promotion... Advertising departments of Corn Products Sales and Best Foods have been combined. New department headed by **ALBERT BROWN**. Working with Mr. Brown at 1 East 43rd St., N.Y.C. are **EDMUND F. STEFENSON**, **WILLIAM E. HECHT**, **F. BRUCE HAMILTON**, **ROBERT A. DOBBIN** and **JOHN GRAY**... **WARREN GRAVES FUGITT**, former consultant with the United States Department of Defense, has joined the public relations staff of Gray & Rogers, Philadelphia advertising and public relations agency... **JEFFREY E. FULLER** is now manager, Fund Raising Dept., The Reply-O-Letter Co., New York, which agency has been handling the ACLU membership promotion for the past six years... **WARREN E. GARDNER, JR.** has joined Pitney-Bowes, Inc., Stamford, Conn. as editor of its employee magazine, "Pitney-Bowes Bulletin," and member of the postage meter and business machines company's public relations staff... **RUSS GAZZARA** is sales manager of the Philadelphia division of Mel Richman, Inc. and succeeds **DICK MOORE** who has been named sales promotion manager... **THOMAS J. McELROY** has been named vice president in charge of promotion and advertising of Catholic Preview of Entertainment and has opened offices at 36-40 37th St., Long Island City, N. Y.... **CALVIN MORRIS**, former assistant director of research for the CBS TV network, has joined O. E. McIntyre, Inc. New York City as marketing manager... **HORACE H. NAHM**, president of Hooven Letters, Inc., New York City, appointed chairman of the advertising and selling course committee of the Advertising Club of New York... **ELISHA G. PIERCE** has been appointed advertising manager for the Ebco Mfg. Co., Columbus 13, Ohio, replacing T. J. Spence... **W. S. REED, JR.** has been appointed director of sales and technical literature for Ketchum, MacLeod & Grove, Inc., Pittsburgh advertising agency... **GORDON D. RUSSELL** has been promoted to vice president of sales by Switzer Bros., Inc.,

CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in time and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

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Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

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NOW YOU TOO CAN CATCH A TYCOON

Whether you hunt the tycoon in his role as business executive — or as well-heeled mail order buyer — or even the members of his family — Ahrend has the right lures and techniques to make your safari successful!

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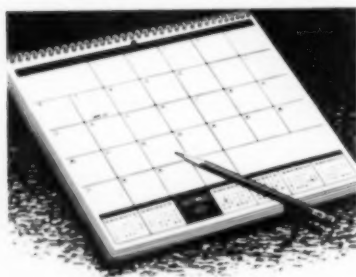
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An invaluable business tool. Month-at-a-glance feature plus calendars of 2 previous and 4 future months make scheduling appointments and deadlines easy. Printed in sepia and spiral bound on 9 x 12 cover stock. Limited Edition. Not for sale.

Mailed to you with our compliments along with a folder describing the income potential from renting your mailing list to book clubs, record clubs, publishers, magazines, business services and gift firms. We are seeking lists of customers, prospects, inquiries, warranty registrations or advertising coupons. Minimum, 15,000 names.

Please request Desk Aid on your company letterhead. State size of mailing list and how obtained. No obligation.

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\$1.00 PER WORD!**

Reduced or enlarged to fit your layout...negative or positive...No photo-print charge!...No photostat charge!...No minimum charge!...Unlimited choice of styles!...24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

**RAPID
TYPOGRAPHERS
INC.
305 E. 46 ST., N.Y. 17
MU 8-2445**



PEOPLE IN THE NEWS

(Continued from Page 47)

Cleveland manufacturer of DAY-GLO fluorescent safety paints and inks... **LAWRENCE SCHAFFEL** has been named advertising and sales promotion manager for Barth Levitt Products, Lynbrook, N. Y.... **DAVID H. SIMON** appointed advertising and merchandising manager of special tube operations, Sylvania Electric Products Inc., at Mountain View, Calif.... **JAMES M. C. TIGHE** of Lux Clock Mfg. Co., Waterbury, Conn. succeeds **ARTHUR F. BRAULT** as president of National Premium Sales Executives, Inc. **GEORGE MEREDITH** continues as executive secretary of NPSE.... **FRANK X. WALSH** has joined Milway, Inc., wholesale mail order firm, Milwaukee, Wisconsin.

DIRECT MAIL CLUB NEWS

A Direct Mail Club of Detroit is being organized. First meeting held September 8th at the Standard Club in the Sheraton-Cadillac Hotel. Dedicated to the improvement of mail advertising and selling. Jerry Sklar signed the first press release on behalf of the Committee. Temporary address — 4444 Cass Ave., Detroit 1, Michigan... Effective with the October issue of **MACTIVITIES**, the bulletin of The Mail Advertising Club of Chicago, 469 East Ohio Street, Ken Johnson will assume the post of editor, replacing Benjamin W. Tallman... The annual Agricultural Circulation Managers Association meetings will be held at the Drake Hotel, Chicago, October 20 and 21. Guest speaker at luncheon October 20 will be Harry J. Maginnis, executive manager, Associated Third Class Mail Users, Washington, D. C.

DECEASED

LES W. GAUPP of Pittsburgh died September 1st of a heart attack. Les was 49. He was president of Advertisers Associates, Inc. Just recently he was elected treasurer of the Printing Industry of Pittsburgh. He was in his fifth year of service as a member of the MASA International Board of Directors and had served for three years as treasurer of the association. This year he headed the Headquarters Location Committee and Attendance Promotion for the Montreal Convention. ●

ADDRESSOGRAPH PLATES

B & E Frames \$27 per M
2 Plates \$5 per M
E Plates \$6.50 per M
Speedaumat \$6.45 per M
Other Styles available

DEAN-FORREST COMPANY
7 Foster St. Revere 51, Mass.

CLASSIFIED ADVERTISING

ADDRESSING

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TALbot 2-1881.

ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSSEING SERVICE
4 S. Williams St., Whitehall, N. Y.

New Addressograph Plates and Frames
B or E Frames—\$27 per M, B plates—\$5 per M
E plates—\$6.50 per M, Speedamat \$6.45 per M

Price List and Samples on Request
Dean Forrest Co.
7 Foster Street
Revere 51, Mass.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

EQUIPMENT FOR SALE

AUTOMATIC TYPEWRITER — Friden Flexewriter, 9 months old. This machine is just like new and will go at a reasonable price. Picture and details on request. Write or wire: K. L. Jacobsen, 601 5th Ave., E. Williston, North Dakota.

Speedamat installation—like new #2605 with automatic feed. #6340 graphotype. For immediate sale. Advertisers Addressing System 703 North 16th Street St. Louis 3, Missouri.

PHILLIPSBURG INSERTING MACHINE IN EXCELLENT CONDITION, REASONABLY PRICED. BOX NO. 101, THE REPORTER OF DIRECT MAIL ADVERTISING.

Addressograph Equipment for Style "C" plates for quick sale at moderate price; less than 2 years old, very little used.

a) Personalized Letter Printer, Model 1938, serial number 680965 with automatic friction feed.

b) Addressing Machine, Model 1910, serial number 660871 with automatic friction feed and additional ribbonless inking attachment.

c) Graphotype, Model 6381, serial number 659996 with attachment for embossing copy plates for 1938 machine. Swift Mailers, Inc., 50 Axminster Street, Yonkers, N. Y. YO 3-5740

EQUIPMENT WANTED

Used Phillipsburg inserter 6 station—send information to Doane Agricultural Service, Inc. At: C. B. Paige, 5144 Delmar Blvd., St. Louis 8, Missouri.

FREE LANCE

EXPERIENCED freelance new products writer-photographer, with shopping column editor contacts. Can handle complete publicity program cheap. P.O. Box 2656, Tallahassee, Florida.

IDEA KIT

Direct mail idea "Kit". Clip art, ideas, know-how. Cuts costs, saves time, boosts sales! Free facts. Warren, P.O. Box 674-R, Spokane 10, Wash.

MAILING LISTS

PROFESSIONAL ACCOUNTANTS

100,000 individual accountants in U.S.
12,000 accounting firms in U.S.
6,000 chartered accountants in Canada

Used successfully by leading business-book, magazine publishers; tax, investment services. Professional Accountants Lists, 126 Liberty St. New York 6, N. Y. BArcley 7-9060

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines or Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

MAILING LISTS — 500,000 carefully selected names in Protestant field. Individual lists of clergymen, laymen and laywomen, Religious Education Directors, Bible Teachers, Chaplains, Youth Leaders and many others. Write for free brochure, "Protestant Religious Lists", Macfarland Company, Box 540-D, Westfield, N. J.

ENGINEERS AT THEIR HOME ADDRESS. Over 100,000. Select by types. On speedamat plates. Lowest rates. DMR Advertising, 4616 Red Bank Road, Cincinnati 27, Ohio.

130,000 New Car, Truck Dealers, Independent Repair Shops, Automotive Jobbers, Service Stations, Fleet Owners, Owners, Executives, Managers. Material addressed same week. Guaranteed postage all returns over 1½%. Selections by states only. \$20.00 per Thousand. 10,000 or more, \$15.00. 50,000 or more, \$14.00. CIRCULATION DEPARTMENT, AUTOMOTIVE SERVICE DIGEST, 900 S. Wabash, Chi. 5, Ill.

500,000 CONTRIBUTORS. Men and women who have given to philanthropic, religious, educational, social service and kindred causes. For complete information about the lists which make up this half million names, write or telephone WILLIAM M. PROFT ASSOCIATES, 42 Main St., Orange, N. J. Phone ORange 7-1300.

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions

Choice of 350 Other Lists

"We Charge ONLY for Addressing"
(Usually Completed within 3 Days).

Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

MAILING MACHINES AND SUPPLIES

REBUILT ONE YEAR GUARANTEED
ADDRESSOGRAPHS - SPEEDAUMATS - ELLIOTTS
PLATES - FRAMES - TRAYS - CABINETS
EMBOSSING ADDGPH & SPEED PLATES
FOLDERS - SEALERS - PITNEY BOWES
TYING MACHINES - LETTER OPENERS
MAIL BAG RACKS - MAIL SORTING BINS
MAILERS EQUIPMENT CO.
40 W. 15th St., N. Y. 11 CH 3-3442

SPEEDAMAT ADDRESSERS

AUTOMATIC GRAPHOTYPES
ADDRESSOGRAPHS — GRAPHOTYPES
CABINETS — TRAYS — FRAMES — PLATES
MULTILITHS — MULTIGRAPHS — FOLDERS
PITNEY BOWES—TYING MACHINES—
OPENERS—ELLIOTTS—LETTER OPENERS
ALL EQUIPMENT REBUILT AND GUARANTEED
AMERICAN BUSINESS MACHINES, INC.
573 BWAY, N.Y. 12, N.Y.—WO 6-4334

PRINTING

5M — 8 pg booklet, 1½¢; 12 pg, 2.5¢; 16 pg, 2.7¢; 32 pg, 5¢; 64 pg, 10¢. Free price list. Copen Press, 105 Court St., Bklyn, N. Y.

SPEEDAMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUdson 6-3530.

Embossed, proof read and guaranteed 100% correct, \$35.00 per thousand. One machine always available for rush jobs. The Roskam Co., 1905 W. 43rd, Kansas City, Ks. TALbot 2-1881.

OFFSET CUTOOTS

DE LUXE CLIP BOOK NO. 1 contains 1000 alphabetized promotional heading specimens for offset reproduction. Sales ideas galore, in various lettering styles. Many reverses. 40 pages, 8x10½ in. Was \$5.00, now only \$4.00 postpaid.

A. A. ARCHBOLD, PUBLISHER
419K S. Main St. Burbank, Calif.

MALE OR FEMALE

If you are looking for a position or personnel replacement, contact the following:

Mr. J. Dudley Broderick, Hundred Million Club Job Placement Committee, % Double-day & Company, 501 Franklin Avenue, Garden City, N.Y.

Miss Eileen McGloin, Direct Mail Advertising Association, 3 East 57th Street, New York 22, New York.

HELP WANTED

PROMOTION ASSISTANT. Sales Department of mid-West Catholic publisher needs young (25-32) man who has marked ability with copy—a self-starter who can handle details. Experience in D-M, publishing or advertising useful but not strictly necessary. Salary from \$5,000. Send resume and letter to: The Reporter of Direct Mail Advertising, Box 102.

MANAGER. Seeking young man, hard-working, ambitious, experienced all phases mail order, catalog, order handling, and club plans. Background in premiums and imports helpful. Take complete charge. Unlimited opportunity. Long Island. Submit resume. Box 103, The Reporter of Direct Mail Advertising.

Direct Mail

LISTINGS OF DIRECT MAIL ADVERTISING FIRMS
PER YEAR, NEW YORK
\$20.00 PER YEAR

ADDRESSING

Creative Mailing Service, Inc. 460 N. Main, Freeport, N. Y. (FR 8-4830)

ADDRESSING AND MAILING

Mailmasters, Inc. 460 Nordhoff Place, Englewood, N. J. (LO 7-4811)

ADDRESSING — TRADE

Belmar Typing Service 91-71 111th St., Richmond Hill 19, N. Y. (VI 6-5322)
Monaco's Typing Service 148 Dunwoody Road, West Islip, N. Y. (MO 1-4922)
S & S Typing Service 505 Fifth Avenue, N. Y. N. Y. (MU 2-6326)

ADVERTISING ART

A. A. Archibald, Publisher 419 South Main Street, Burbank, Calif. (TH 2-2792)
Idea Art 307 Fifth Avenue, New York 16, New York (MU 6-7270)

ADVERTISING SPECIALTIES

Plaza Lettering Co., Inc. 505 East 46th Street, New York 17, N. Y. (PL 3-4943)
Crisis Reproduction Corp. 125 Hoochland Ave., New Rochelle, N.Y. (NG 3-8600)
Taylor-Merchant Corporation 48 West 48th St., New York 36, N.Y. (PL 7-7700)

AUTOMATIC SIGNING MACHINES

International Autopen Corporation
1928 29th St., N.W., Washington D.C. (FE 7-5814)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)

BOOKS

Reporter of Direct Mail 221 7th, Garden City, N. Y.
Doors That Climb Trees 1.00
How To Get The Right Start In Direct Advertising 1.50
How To Think About Direct Mail 1.00
How To Think About Letters 1.00
How To Think About Readership of Direct Mail 1.00
How Direct Mail Solves Management Problems 1.00
How To Think About Showmanship in Direct Mail 1.00
How To Think About Mail Order 1.00
How To Think About Production and Mailing 1.00
How To Think About Industrial Direct Mail 2.00

COLLECTIONS

Arrow Service 8 Yates Street, Schenectady 5, New York

COPYWRITERS (Free Lance)

Paul J. Bringe 4531 North 33rd Street, Milwaukee 9, Wisconsin
Oswell E. Reed 100 N. State St., Howell, Mich. (Tel: 67)

COOPERATIVE MAILINGS

The Hosham Company P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

DIRECT MAIL AGENCIES

Ahrend Associates, Inc. 601 Madison Ave., N. Y. 22, N. Y. (PL 1-0312)
American Mail Advertising Inc. 610 Newbury Street, Boston 15, Mass.
Berkowski Advertising 215 West Navarre St., South Bend 1, Indiana (CE 2-1405)
Lee P. Rott Jr. 64 E. Jackson Blvd., Chl. 4, Ill. (HA 7-9187)
The Buckley Organization Phila. National Bank Bldg., Phila. 7, Pa.
Lawrence G. Chait & Company 375 Park Avenue, N. Y. N. Y. (PL 1-7220)
Direct Mail Service
2161 Monroe Drive, N. E., P.O. Box 13440, Atlanta 24, Georgia (TR 3-3221)
Bert Garmine Associates, Inc. 29 East 46th St., New York 17, N. Y. (YU 6-8090)
General Office Service, Inc.
1355 New York Avenue, N.E., Washington, D.C. (LA 9-1727)
Harrison Service Inc. 210 East 50th Street, New York 22, N. Y. (PL 1-2820)
Hickey-Murphy Div. of James Gray, Inc.
216 E. 45th St., N. Y. 17, N. Y. (MT 2-0000)
John M. Tow & Co. 171 Newbury Street, Boston 16, Mass. (CO 7-1020)
Harold Marshall Advertising Co., Inc.
171 Madison Ave., N. Y. 16, N. Y. (MT 6-5062)
McVicker & Higginbotham, Inc. 11 West 42nd St., New York 36, N. Y. (OX 5-4082)
R. L. Polk & Co. 621 Howard Street, Detroit 21, Mich. (WO 1-0670)
Reply-O-Letter 7 Central Park W., N. Y. 23, N. Y. (CT 5-4118)
Reply-O-Letter 684 No. Michigan Ave., Chicago 11, Ill. (MT 2-9850)
Reply-O-Letter 10 Post Office Square, Boston 9, Mass. (BA 6-1555)
Reply-O-Letter 1750 E. 23rd St., Cleveland 1, Ohio (PR 1-8470)

Reply-O-Letter 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)
Reply-O-Letter 2315 Mail-Well Drive, Portland 2, Ore. (OL 4-2141)
Reply-O-Letter 1483 Bay Shore Blvd., San Francisco, Calif. (JU 6-2261)
Reply-O-Letter Junior Court, 32 West St., Toronto 1, Canada (EM 3-8797)
Reply-O-Letter 167 Queen Street, Brisbane, Australia (B2411)
Responds Letter 411 South Sangamon Street, Chicago 7, Illinois (MO 4-2978)
Responds Letter New York Office, (EN 6-530)
The Rylander Co. 216 W. Jackson Blvd., Chicago, Ill. (RA 4-4760)
Maxwell Sackheim & Company, Inc. 545 Madison Avenue, N. Y. 22, N. Y. (PL 1-3151)
Sales Letters, Inc. 153 West 23rd St., N.Y. N. Y. (TA 2-2800)
The Smith Company 47 Beale St., San Francisco, Calif. (BU 1-6544)
Tallman, Smith & Associates 410 N. Michigan, Chicago 1, Illinois (WH 3-6008)

DIRECT MAIL EQUIPMENT

Bell & Howell Phillipsburg, New Jersey
H. H. Dunn Co. 7609 S. Vincennes Ave., Chicago 26, Ill. (HU 2-4455)
Cheshire Mailing Machines, Inc. 1644 No. Honore Street, Chicago 22, Illinois
Feltus Typing Machine Co. 3551 N. 25th St., Milwaukee 16, Wis. (HI 5-7121)
Frieden Calculating Machine Co., Inc. 2300 Washington Avenue, San Leandro, Calif.
National Bundle Tye Company Blaisfield, Michigan (BL 162)
Pittner-Howes, Inc. Stamford, Conn. (FI 8-3821)
Scriptomatic, Inc. 810 N. 11th St., Phila. 7, Pa. (WA 2-1251)
Vari-Typer Corporation 726 Freilighaven Ave., Newark 12, New Jersey
Waxon-Carhoff, Inc. 8 Commercial Street, Rochester 11, N. Y.
Chauncey Wing's Sons 78 Pierce Street, Greenfield, Mass.

DIRECT MAIL SPECIALTIES

Let's Have Better Mottos Assn., Inc.
2123 East Ninth St., Cleveland 15, Ohio (SU 1-4229)

ELLIOTT STENCIL CUTTING

Albee Business Service, Inc. 32-15 33rd St., Long Island City 6, N. Y. (AS 8-4302)
Creative Mailing Service 460 N. Main, Freeport, N. Y. (FR 8-4830)
Elliott Addressing Machine Co. 117 Leonard St., New York 13, N. Y. (WA 5-1372)

ENVELOPES

The American Paper Products Co.
Envelope Terrace, Southern Blvd., at McClurg Rd., Youngstown, Ohio (SK 8-4545)
Atlanta Envelope Co. P. O. Box 1267, Atlanta 1, Ga. (TR 6-3688)
Berlin & Jones Company 691 W. 26th St., N. Y. C. 1 (WA 4-4600)
The Boston Envelope Co. 387 High St., Needham, Mass. (FA 5-6700)
Samuel Cupples Envelope Co. 360 Furman St., Brooklyn 2, N. Y. (TR 5-6285)
Cupples-Hesse Company 1483 Kresauqua Way, Des Moines 16, Iowa (AT 8-5737)
Cupples-Hesse Company 3623 Michigan Ave., Detroit 18, Mich. (TA 6-2600)
Cupples-Hesse Company 1175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Fuller Envelope Co. 2139 Howard St., Detroit 16, Mich. (TA 5-2700)
Garden City Envelope Co. 3601 N. Rockwell St., Chl. 12, Ill. (CO 7-3600)
Globe Envelope, Ltd. 1070 Queens St., E. Toronto 8, Ontario, Canada
The Gray Envelope Mfg. Co. 55 33rd St., Brooklyn 32, N. Y. (BT 8-2900)
Heco Envelope Co. 4500 Corland St., Chl. 38, Ill. (CA 7-2400)
Northeastern Envelope Manufacturing Corp. 2 Prince St., Hklyn 1, N.Y. (JA 2-6161)
Rochester Envelope Co. 72 Clarissa St., Rochester 14, N. Y. (HA 6-2404)
The Standard Envelope Co. 1600 E. 30th St., Cleveland 14, O. (PR 1-3960)
New York, St. Louis, Minneapolis, Des Moines, Kansas City, Fort Worth
Trans Envelope Co. 3542 N. Kimball Ave., Chicago 18, Ill. (IR 8-6914)
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities
United States Envelope Co. Springfield 2, Mass. (RF 6-7211)
United States Envelope Co. 217 Broadway, N. Y. N. Y. (HA 7-5700)
Wolf Detroit Envelope Co. 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Garden City Envelope Co. 3601 N. Rockwell St., Chl. 12, Ill. (CO 7-3600)
Heco Envelope Co. 4500 Corland St., Chl. 38, Ill. (CA 7-2400)
Northeastern Envelope Manufacturing Corp. 2 Prince St., Hklyn 1, N.Y. (JA 2-6161)
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo. (KA 1-0004)
The Sawdon Company, Inc. 480 Lexington Ave., New York 17, N.Y. (YU 6-8505)
The Wolf Envelope Co. 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

FOREIGN MAILINGS

DeMutator M.V. Willemsparkweg 112, Amsterdam, Holland
Dillon-Agnew Associates New York, N. Y. (NY 6-3530)
10 East 49th Street, New York 17, N. Y. (PL 2-0170)
R. Hill & Son, Ltd. Kent Street, AUCKLAND, S.E. 1, New Zealand
C. F. Sandberg, Direct Mail A/S Raadhuget, 8, Oslo, Norway

INSERTING SERVICE — AUTOMATIC MACHINE

Bonded-Nationwide 783 4th Ave., Brooklyn 32, N. Y. (RO 8-4819)
Circulation Associates 1745 Broadway, New York, N. Y. (JT 6-3530)
Creative Mailing Service 460 North Main St., Freeport, N. Y. (FR 8-4830)
D & A Electronic Mailers 918 N. 4th Street, Milwaukee 2, Wisconsin (BR 3-7852)

Mailmasters, Inc., 460 Nordhoff Place, Englewood, N. J. (LO 7-1811)
 Mailings Incorporated, 35 West 12th St., New York 11, N. Y. (WA 9-5188)
 The Roakam Company, P.O. Box 835, Kansas City 41, Missouri (TA 2-1861)

LABEL PASTERS

Potdevin Machine Co., 281 North St., Teterboro, N. J. (HA 8-1941)

LABELS

Allen Hollander Co., Inc., 385 Gerard Ave., New York 51, N. Y. (MO 5-1818)
 Dennison Mfg. Co., Framingham, Mass. (TH 2-3511)
 Ever Ready Label Corp., 337 Cortlandt St., Belleville 9, N. J. (PL 9-3598)

LETTERS

Response Letter, 411 South Sangamon Street, Chicago 7, Illinois (MO 6-9878)
 Response Letter, Chicago 7, Illinois (EN 6339)

LETTER GADGETS

Howie Co., 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
 Robert Straub & Co., 342 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

MAIL ADVERTISING SERVICES (Lettershops)

BOSTON, MASSACHUSETTS
 Jordan-Dennis Company, 278 Roxbury Street (19)

BROOKLYN
 Vaho Reproduction & Mailing Service, Inc., 1715 Ave. Z, Bklyn. 35, N. Y. (RH 3-5235)

CINCINNATI
 GMR Advertising, 4616 Red Bank Road (27) (BR 1-3298)

CLEVELAND
 Robert Silberman, Inc., 1270 Ontario Street (13) (CH 1-6573)

DETROIT
 Advertising Distributors of America, Inc., 4444 Cass Ave. (1) (TE 3-0509)
 Advertising Letter Service, 2930 Jefferson East, (7) (LO 7-9335)
 National Mailing Corp., 6201 Grand River Ave., (8) (TY 2-2611)
 R. L. Folk & Co., 431 Howard St. (31) (WO 1-9470)

HOUSTON
 Premier Printing & Letter Service, Inc., 2129 McKinney Ave. (3) (CA 4-6176)

LOS ANGELES
 Krupp's Ad. Mailing Serv., 2389 W. Pico Blvd. (6) (DT 5-4271)
 The Mailing House, 1019 N. Madison Avenue, Los Angeles 29, Calif. (NO 3-5421)

MIAMI, FLORIDA
 Ace Letter Service Co., 3800 N.E. 1st Avenue (PL 7-4577)

MINNEAPOLIS
 Gile Letter Service, 723 Third Ave., S., (2) (FE 3-3417)

NEW YORK CITY
 Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4500)
 Ambassador Letter Serv. Co., 11 Stone St., (4) (BU 9-0807)
 Chase Direct Mail Service Corp., 12 E. 46th St., (17) (MU 7-2830)
 Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
 Mailings Incorporated, 35 West 13th St., (11) (WA 9-5188)
 Mary Ellen Clancy Company, 250 Park Avenue, New York 17, N. Y. (TU 6-7833)

PHILADELPHIA
 Westington Mail Advertising Serv., 1294 Arch St., (7) (LO 3-1840)
 Zip-Opener Corp., Div. Connelly Org., 1010 Arch St., (7) (MA 7-8133)

PITTSBURGH
 Advertisers Associates, Inc., 1027 Penn Avenue (AT 1-6144)

ROCHESTER, NEW YORK
 Ayer & Streib, 15 South Avenue (BA 5-6340)

SAN FRANCISCO
 The Letter Shop, 67 Beale St. (SU 1-6364)

WESTFIELD, NEW JERSEY
 Union County Printing & Mailing Service, 233 North Avenue, Westfield, N. J. (AD 2-8393)

MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc., 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
 George Grant & Staff, 11 Grand Avenue, Englewood, N. J. (LO 7-3290)
 The Coolidge Co., Inc., 125 East 23rd St., N. Y. C. 10 (AL 4-8870)
 Dependable Mailing Lists Inc., 381 4th Ave., N. Y. C. 16 (OH 9-7160)
 Walter Drey, Inc., 305 N. Michigan Ave., Chi. 1, Ill. (PT 6-7453)
 Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Eli Kogos, 420 Main Street, Webster, Massachusetts (WE 2-780)
 Guild Co., 160 Engle St., Englewood, N. J. (BR 9-0461)
 Walter Karl, Inc., 330 W. 51st St., N. Y. 19, N. Y. (PA 4-3336)
 Lewis Kield, Inc., 25 West 45th St., New York 36, N. Y. (JU 2-0830)
 Cell Levine Screened Mailing Lists, Fish Building, 250 W. 57th St., N. Y. 19, N. Y. (JU 6-986-7)
 Wills Madden, Inc., 215 4th Ave., N. Y. 3, N. Y. (SP 7-7460)
 Moely Mail Order List Serv., 38 Newbury St., Boston 18, Mass. (CO 6-3380)
 Names Unlimited, Inc., 355 Fourth Avenue, New York 10, N. Y. (MU 6-2454)
 People in Places, Inc., 41 Fifth Ave., New York 3, N. Y. (GR 7-3774)
 Planned Circulation, 19 West 44th Street, New York 36, N. Y. (MU 7-4158)
 William M. Profit Associates, 42 Main St., Orange, N.J. (OH 7-1300)
 The Roakam Company, P.O. Box 835, Kansas City 41, Missouri (TA 2-1861)
 C. H. "Hank" Ruby & Co., Inc., 330 W. 51st St., N. Y. 19, N. Y. (JU 6-5315)
 Sanford Evans & Co., Ltd., 136 Lombard Ave., Winnipeg 2, Man., Can. (WH 2-2151)
 William Strub, Jr., 568-576 54th St., West New York, N. J. (TN 4-4800)
 James E. True Associates, 419 Fourth Avenue, New York, N. Y. (MU 9-0650)

MAILING LISTS — BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OR COMPILERS & OWNERS

Business, Professional Lists, (Ed Burnett Company)
 Direct Mail Users, 18,500, (Reporter of DM)
 Fund Raising Lists, (Wm. M. Profit Associates)
 Opportunity Seekers and Start In Business, 200,000 (William Strub, Jr.)

MAILING LISTS — COMPILERS & OWNERS

Active Mail Order List Co., 241 Lafayette St., N.Y. 12, N.Y. (WA 5-2450)
 Albert Mailing Lists, 120 Liberty St., N. Y. (RE 2-7573)
 Allison Mailing List Corp., 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)
 Associated Advertising Services, 613 Willow Street, Port Huron, Mich. (TU 5-7778)
 Bookbuyers Lists, 365 Broadway, N. Y. 13, N. Y. (WO 4-5871)
 Boyd's City Dispatch, Inc., 220 E. 23rd St., N. Y. 10, N. Y. (OR 9-8250)
 Buckley-Dement, 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)
 Ed Burnett Company, 513 Sixth Avenue, N. Y. 11, N. Y. (AL 5-7177)
 Creative Mailing Service, 460 N. Main St., Freeport, N. Y. (FR 8-4830)
 Directory of Associations, Gale Research Co., 3414 Book Bldg., Detroit 26, Mich. (WO 1-2245)
 Walter Drey, Inc., 353 N. Michigan Ave., Chi. 1, Ill. (PT 6-7453)
 Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Dunhill International List Co., Inc., 441 Fourth Ave., N. Y. 11, N. Y. (MU 6-3760)

E-Z Addressing Serv., 62 Washington St., N. Y. 6, N. Y. (HA 2-9492)
 Fritz & Hofheimer, 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-0429)
 Industrial List Bureau, 420 Main Street, Webster, Mass. (WE 2-780)
 Industrial Machinery News, 1637 Meyer Rd., Detroit 35, Mich. (UN 3-5411)
 Keystone Mailing Service, Inc., 250 Broadway, N. Y. 7, N. Y. (CO 7-6171-2)
 Mailing List Compilation Bureau, 2570 E. 18th St., Brooklyn 30, N. Y. (RH 9-5296)
 Mapower, Inc., Home Office—820 N. Plankinton, Milwaukee 3, Wisconsin
 140 Offices in Major Cities—See Yellow Pages for Local Phone Numbers
 Market Compilation Bureau, 10561 Chandler Blvd., N. Hollywood, California (ST 7-5284)

McGraw-Hill Publishing Co., Direct Mail Div., 330 West 42nd St., New York, N.Y. (LO 4-3000)
 Occupant Mailing Lists of America, 229 North 4th Street, Columbus, Ohio
 Official Catholic Director, 12 Barclay St., N. Y. 8, N. Y. (HA 7-2909)
 R. L. Folk & Co., 431 Howard St., Belleville 9, N. J. (PL 9-3598)
 W. S. Ponton, Inc., 44 Honok St., Englewood, N. J. (LO 5-5200)
 William M. Profit Associates, 42 Main St., Orange, N.J. (OH 7-1300)
 Lyle M. Ramsey & Associates, Inc., 404 South Fourth St., St. Louis, Mo.
 R. L. Hashmir, 5410 Calumeta Blvd., N. Hollywood, Calif. (PO 6-9339)
 Reporter of Direct Mail Adv., 224 7th St., Garden City, N. Y. (PI 6-1837)
 Research Projects, Inc., 404 Fourth Ave., New York, N. Y. (JU 2-0830)
 The Speed Address Co., 45-01 22nd St., Long Island City 4, N. Y. (ST 4-3922)
 William Strub, Jr., 568-576 54th St., West New York, N. Y. (TN 4-4800)
 W. E. Watson Corp., 23 Hanse Ave., Freeport, N. Y. (FR 9-8312)
 Zeller and Lettich, Inc., 13 East 26th St., N. Y. 38, N. Y. (MU 5-6278)

MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates, 131 S. Wabash Ave., Chicago 3, Ill. (AN 3-2242)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg Co., 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0092)

MERCHANDISE FOR DIRECT MAIL

Altheimer & Baer, Inc., 404 N. Wells St., Chicago 10, Illinois (WH 1-2100)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co., 19 S. Wells Street, Chicago 6, Ill. (ST 2-7809)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc., 444 Cass Ave., Detroit 1, Michigan (TE 3-0500)
 Occupant Mailing Lists of America, 229 North 4th Street, Columbus, Ohio

PAPER MANUFACTURERS

Allied Paper Mills, 1608 Lake Street, Kalamazoo, Michigan
 American Writing Paper Corporation, Holyoke, Massachusetts
 Appleton Coated Paper Co., 4250 N. Meade St., Appleton, Wis. (4154)
 Bergstrom Paper Company, Neenah, Wisconsin
 Curtis Paper Company, Newark, Delaware (EN 8-8551)
 Eastern Corporation, Bangor, Maine (Tel: 8231)
 Fletcher Paper Company, 20 North Wacker Drive, Chicago 6, Illinois
 Fraser Paper Limited, 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-9380)
 Hammermill Paper Co., 115 Columbia St., Dayton 7, Ohio
 Howard Paper Mills, Inc., 42nd St., N. Y. 17, N. Y. (MU 7-7000)
 International Paper Co., 220 E. 42nd St., N. Y. 17, N. Y. (MU 7-7000)
 Kimberly-Clark Corporation, Neenah, Wisconsin (PA 2-3311)
 Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio
 Mohawk Paper Company, Cohoes, N. Y.
 Nekoma-Edwards Paper Co., Port Edwards, Wis. (Tel: 3111)
 New York & Pennsylvania Co., 230 Park Avenue, New York 17, N. Y. (PL 1-4250)
 Peninsular Paper Co., Ypsilanti, Mich. (TU 2-2600)
 Rex Paper Co., Kalamazoo, Mich. (FI 2-0151)
 Rising Paper Co., Housatonic, Mass. (HO 47)
 The Sore Paper Company, Middlefield, Ohio
 S. D. Warren Company, 89 Broad Street, Boston 1, Massachusetts

PHOTO ENGRAVERS

Horan Engraving Co., Inc., 44 W. 28th St., New York 1, N. Y. (MU 9-8585)

POST CARDS

CURTEICHOLOR 3-D by Curt Teich & Co., Inc., 1735 W. Irving Park Road, Chicago 13, Illinois (BU 1-0086)

PRINTERS — LETTERPRESS & LITHOGRAPHY

Black Oak Press, 2325 Durbin Street, Black Oak, Gary, Indiana
 Colorone, 2412 17th Street N.W., Washington, D. C.
 Paradise Printers, Paradise, Pa. (OV 7-3399)

PRINTING-OFFSET LITHOGRAPHY

Goss Lithographing Company, 42 West 61st Street, Chicago 21, Illinois

SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis, 903 E. Powell Avenue, Evansville 13, Ind. (HA 2-3794)

SEASONAL STATIONERY

Arthur Thompson & Company, 109 Market Place, Baltimore 2, Maryland (PL 2-4806)

STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
 Clear Cut Duplicating Co., 149 Broadway, New York 6, N. Y. (DI 9-4068)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates, 1745 Broadway, New York, N. Y. (JU 6-3530)
 Globe Fulfillment Corporation, 148 W. 23rd St., N. Y. 11, N. Y. (OR 5-4606)

SYNDICATED HOME MAGAZINES

The William Feather Co., 9900 Clinton Rd., Cleveland 9, O. (AT 1-4122)
 The Henry F. Henrichs Publications, The House of Sunshine, Litchfield, Ill. (298)

TRADE ASSOCIATIONS

Association of First Class Mailers, 211 Wyatt Building, Washington 5, D. C.
 Associated Third Class Mail Users, 1406 G St., N. W., Wash. D. C. (MF 8-7447)
 Direct Mail Advertising Assn., 3 E. 57th St., N. Y. C. 22 (MT 8-7388)
 MASA International, 18126 James Cousens, Detroit 25, Mich. (TN 4-8545)
 National Council of Mailing List Brokers, 55 W. 42 St., N. Y. 36, N. Y. (PE 6-0615)
 Parcel Post Association, 1013 Woodward Building, Washington 5, D. C.

TYPOGRAPHERS

Rapid Typographers, Inc., 305 East 46th Street, N.Y. 17, N.Y. (MU 9-2445)



FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

October, 1959

CON-VON-SHE-ON REPORT: Presque Tout a été Superbe. The Queen Elizabeth Hotel in Montreal is without a doubt the best convention hotel direct mail people have ever had. All convention facilities on one mezzanine floor. Exhibits adjacent to meeting rooms. The main (extendable) ballroom a magnificent setting with perfect lighting and sound control. Many of us knew the general manager from away back — Don Mumford, who was formerly sales manager of the old Pennsylvania Hotel in New York and later at the Book-Cadillac in Detroit. The guest facilities were extraordinary... lots of dining rooms where food and service were unusual. The internal telephone system was a delight... allowed you to dial any branch of the hotel. If a call came for you while away, a light on phone alerted you to dial message operator who relayed message.

ALL THE HOTEL staff radiated courtesy and hospitality. Heading up the team was Conrad Locas, assistant convention manager, who kept all bases covered. He handled an overflow crowd of 100 at final luncheon in seven minutes flat. Real service. Reporter suite at 1942 etc. was wonderful... with beautiful view of Montreal from many directions. Our temporary bartenders doubled as tourist guides to explain the views from windows.

As in the past, will not attempt to report individual meetings. Some will be reported in separate articles or DMAA bulletins. Others are impossible to describe because panels or roundtables were handled extemporaneously. All I'll attempt is to interpret what happened... and pass along personal observations.

In spite of advance doubts about getting enough people to travel to far-off Montreal, attendance at the DMAA convention was way above recent years... just over 1,300. The Mail Advertising Service Assn. convention was slightly less than previous years, with around 350. For the first time in history... the MASA convention followed rather than preceded the DMAA convention. We personally didn't like the switch because with the bigger convention coming first, we were worn to a frazzle by the time MASA started. Perhaps it's better that the two conventions are separating in 1960. But we still think the MASA is making a mistake in going to Detroit (September 16-19) instead of preceding DMAA in Bal Harbour, Florida (October 9-13).

BEST STUNT of the week was the closed circuit television program piped to every room. Equipment was furnished by RCA Victor Company Ltd. All delegates were awakened every morning and told to turn to Channel 9 at 8 AM and 6 PM for hour-long programs of interviews, conventions news, etc. Ferd Ziegler,

McCann-Erickson and Harry Woodley, Northern Electric Co., Ltd., did a wonderful job of producing the two shows a day. Dick Hodgson of Advertising Publications, Chicago, did an equally praiseworthy job of announcer and interviewer. The closed circuit TV idea should be adopted by many associations. It ties the whole program and convention activities together.

One other fine stunt of the week was the photographic studio set up in Suite 642 by Lisle Ramsey and "Finkie" Finkenbinder of Lisle M. Ramsey and Associates (404 S. Fourth St., St. Louis 2, Mo.). A professional photographer took complimentary color pictures of all delegates who accepted the invitation. Fine public relations. Gratian Meyer of Sen-Bak, Washington, also made a hit with his free limousine service from the airport to the hotel.

A lot of people were again grateful to Hank Henderson, Joe Callahan et al from McGraw-Hill for their three-day stint of keeping the McGraw-Hill delegate-registration board current with names, companies and hotel room numbers of people as they checked in. Would be nearly hopeless finding out who was where without it. Incidentally, registration at the hotel was smooth. Room cards had been made out ahead for all advanced registrations. You picked them up at DMAA registration desk, then got your key at hotel desk after signing card. Few complaints.

The DMAA contention got under way Sunday evening, September 13, with a get-acquainted party in the exhibit hall. We knew then we were up against a hard week, when the overflow started piling into The Reporter suite. Still, we got to talk to many people about their direct mail problems. Some of the conversation will wind up as future features.

THE ACTUAL PROGRAM started with the 8 AM Awards Breakfast, Monday the 14th. Biggest attendance ever. Best group of winners in DMAA history. We were glad to see the two top awards going to spectacular campaigns. Although entirely different fields... the technique in both campaigns was surprisingly similar. Talon, Inc. received the DMAA Gold Mailbox... and the Minneapolis-Honeywell campaign well deserved the Henry Hoke Gavel of Leadership. One good feature of that breakfast: each award winner gave a color slide presentation of his campaign — why it was planned and produced as it was. (See page 22.)

The main program started after breakfast... with a bang. Convention General Chairman Douglas Mahoney of Frank W. Horner, Ltd., Montreal, is a showman... and proved it. In a darkened room, with a spotlight focused on the DMAA convention emblem, Doug had a

professional actor recite the beautiful "I Am Direct Mail" credo which appeared in the September Reporter. Only trouble was that in the excitement the author, Maxwell Sackheim, was not credited. Understand that tapes were made and will be offered to local advertising clubs to be played as an introduction to direct mail meetings.

Nicholas Samstag of Time, Inc., New York, was his usual smooth self as the keynote speaker (see page 25). We were a little worried about the acceptance of the following "semantics" morning program. A little too highbrow, was the fear. But the professors handled it well. Some of the "professionals" were bored and walked out, but I noticed that the hall remained jammed throughout, and many of the "folks from the sticks," as Ralph Curtis calls himself, were taking notes furiously.

CANADIAN POSTMASTER General William Hamilton was superb as opening luncheon speaker. He is a showman, too. An advertising man originally and a fine speaker. (He repeated with an equally successful but entirely different talk at the Thursday MASA opening luncheon.) We will quote some of Bill's remarks on other pages. After the Monday meeting, we overheard several delegates comparing the Canadian thinking with the U.S.A. postal policies. One fellow said, "The trouble is that Summerfield is working for Eisenhower and political advancement... while Bill Hamilton is just working for the people."

Postmaster Hamilton participated in one other event during opening luncheon... presented the first Postmaster General's Award in North America to Canadian National Railways, as the top Canadian direct mail campaign of the year.

H. E. Hampton, (right) advertising manager of the CNR accepted the trophy which, this year, was sponsored by National Direct Mail Corporation, Montreal. NDMC president Robert E. Heal shown center.

Incidentally, the opportunity to renew friendship with Bill gave us the chance to work out arrangements to have a Canadian committee work out a monthly estimate of Canadian direct mail dollar volume. Retiring Victor Perry of Toronto will probably be chairman, working with same formula used by Horace Nahm's estimating committee. Thanks to some of our Canadian printer and supplier friends for getting us started on the project.

CAN'T POSSIBLY REPORT on all the Idea Exchanges, Circles of Communications and the Hall of Fame sessions. All were well handled and proved of value to the seekers of knowledge. These questions-and-answers and case history summaries are the "guts" of the DMAA convention. One suggestion for future years: the Hall of Fame sessions were so outstandingly helpful, it was too bad to have three concurrent sessions. If the description of each of the campaigns could have been boiled down, the entire convention could have heard about the six selected all-time highs. That idea was followed on the last day in the Great and Not So Great Moments in Mail Order with Messrs. Sackheim, Bringe, Angerman, Nilson, Yeck, Rose and Buckley letting down their hair. That extemporaneous session would make a book. Hope Bob DeLay got a tape of it for DMAA records and bulletins.

This about winds up our observations of the program. It was all pretty wonderful and inspiring... but not exactly perfect. Newsweek's Gibson McCabe's appearance at closing luncheon will be quoted elsewhere. Likewise, you'll hear later about a post-closing meeting of local direct mail club presidents and officers. There will be

more cooperation and swapping of ideas between them in the future. The Reporter plans to run a listing of all of them with meeting dates, etc.

THERE WERE OTHER worthwhile side meetings, results of which will show up later. Horace Hart of the Department of Commerce did a good job at the luncheon meeting of Associated Third Class Mail Users. He's the fellow in charge of survey to determine impact of increased third class postage rates. There was an interesting meeting of the G&H group of the MASA (the largest dues paying members)... where all efforts to improve direct mail were reviewed. The founders and directors of the Business Mail Foundation held a private meeting to review activities and plan for the future. B.M.F. President David Harrington of Donnelley's flew in from Chicago to preside and also talk at the G&H group meeting.

Concerning DMAA parties, there were just too many to report. The annual banquet was a riot. Ran out of tables and chairs for some disgruntled late-comers. Part of the show was boring to the sophisticates, but Jane "Fascination" Morgan seems to have earned her stiff fee. The annual Tension Envelope cocktail party before the banquet and the National Council of Mailing List



Brokers entertainment for customers or members were jammed. There were so many invitation parties going on, we were not physically able to visit them all, but we did get to the KGA suite to celebrate Talon, Inc. (their client) winning the Gold Mailbox. Also dropped in at O. E. McIntyre and James Gray, Inc. (running full steam as usual). Although we didn't attend any of the events, we understand the wives were well pleased with the entertainment and sightseeing provided by Mrs. Doug (Naida) Mahoney and her committee. There were a number of foreign delegates, but we didn't get to meet them all. There was A. S. Khanna from Bombay, India, and Marinus Spruytenburg turned up from Amsterdam, Holland. I couldn't find the delegates from New Zealand, Norway, Switzerland and Sweden. If I passed some of you I was trying to find in the meetings or halls, without recognizing you, you'll have to forgive me. Either I didn't know what you looked like, couldn't read your badge, or was just too plumb tired to register. After getting used to Florida bedtime of 9 or 10 PM, those 3 to 6 AM party-closings were hard to take at 65. Even the younger generation at The Reporter suite looked pooped by end of week.

As usual, we can't report MASA meetings. They are limited to producer members. We float around the edges

FRONT PORCH SCUTTLEBUTT

...going to luncheons, parties, etc. It was a good meeting in Montreal...handled expertly by General Chairman Lou Aronson of Multi-Copy Service and National Secretary Max Lloyd of headquarters in Detroit.

You'll read elsewhere that David L. Harrington, chairman of the board of Reuben H. Donnelley, Chicago, became the 8th recipient of the Miles Kimball Award. And rightly so...for his long efforts to improve direct mail...and lately for heading the Business Mail Foundation (for public relations).

Before the MASA convention ended...there was a stormy business session. That meant a crowded house, since a fight had been rumored for months, over three points: changes in constitution, election of new directors and whether or not the association would move headquarters to Washington (as previously approved by board and announced). Part of the dissension and uncertainty was caused by the shock of Les Gaupp's death just before the convention. Les (of Advertisers Associates, Pittsburgh) was chairman of committee arranging move to Washington. Les was on the board and active in all association affairs. Some people believed that the disagreement over his committee actions hastened the heart attack. At any rate, things got settled without bloodshed. The slate selected by nominating committee was elected over other candidates. Jerry Hohn of Direct Mail Service, Pittsburgh, was selected to fill out the term of Les Gaupp. The changes to constitution were approved and the members voted to support the directors in their decision to move to Washington. Ed Lustig of Circulation Associates, New York, became new chairman of Washington-move planning and arranging committee. Francis Andrews of American Mail Advertising, Boston, was elected president. Paul Sampson of Detroit is new vice president and Ralph Harris of Philadelphia is treasurer. (Note: Results of DMAA election appear on other pages.)

THE WORST THING that happened during the week occurred right after the close of the DMAA convention. We'll never joke again about accidents. On the last evening in suite we were joking about getting through an entire DMAA convention without anyone breaking a leg or ribs or something. There were many delegates taking post-convention trips to Ottawa, Quebec, etc. Edith Walker of the Book-of-the-Month Club, Edith Drey, Maureen Fallon (formerly of Kiplinger Letters) and her daughter, Patricia, started off for Quebec with Maureen driving. Forty miles outside of Quebec, a fast driver in a sports car hit them. He died in the crash. Maureen and daughter were badly maimed. Edith Walker severely injured with pelvis bone fractures. Edith Drey had numerous fractures of legs and arms. Their usual convention partner, Marian Armstrong of Time, Inc., decided at last minute to stay in Montreal. She was, of course, shocked by news...as were we all. Ginny Parsons of Dallas was also on way to Quebec and arranged for hospitalization of her friends at Jeffrey Hale Hospital in Quebec. The florist at Queen Elizabeth Hotel was kept busy by so many wires of sympathy to the two girls who manage to keep things lively at every convention. Just before they left, they were telling me that this was the best convention they had ever attended. So I told them

I would say this: En d'autres mots tout s'est passé d'une façon presque parfaite. This means (if my French translator is correct): "In other words, nearly everything was perfect...but not quite."

There were a few snafus, like not enough chairs in the meeting rooms, nobody to sell tickets to newcomers at the banquet, samples for speeches lost, etc. But what difference does it make now that it's all over? Montreal was wonderful. If we are only half as happy at the Americana in Bal Harbour, Florida, next year...you'll get an enthusiastic report from this hard-boiled critic.

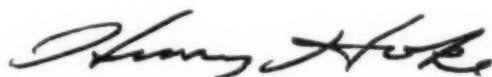
SEPTEMBER 1959 has been our busiest month since moving down to the "Frontporch" site four years ago. On the way up to Montreal, we stopped to see the family in Washington. In New York for a week. Attended part of the Printing Industry of America convention at the Waldorf. Saw many oldtime friends. Inspected the award winners in the PIA-Miller annual contest. Pleased with upgrading which has come about in printers' self-advertising since I acted as a judge many years back. Also attended the mammoth printing equipment exhibit at the Coliseum. Also inspected the Spectra '59 exhibit at the Trade Show Building. Mostly foreign printing equipment. Wanted to see the new Japanese system for printing sound on paper. Process is called "Synchrosheet." New York agency is Kanematsu New York, Inc., 150 Broadway, New York 33, N. Y. I don't believe process will be applicable to direct mail for every recipient would have to own a special machine (synchroreader) which translates the printed sheet (not round) into sound. It was estimated that more than 200,000 printers and suppliers were in New York during the week of September 6. Trying to find people like Harry Porter at the Park Sheraton or Reid Vance at the Plaza was a nearly hopeless task. The telephone systems in most hotels were strangled, so was New York traffic.

During the week, had a chance to attend meeting of Hundred Million Club in their new quarters at the Sheraton East Hotel, Park Ave. at 51st St. F. Robert McCarthy, R. L. Polk & Co., was first speaker of the new season. Presented some of his impressions of agency use of direct mail.

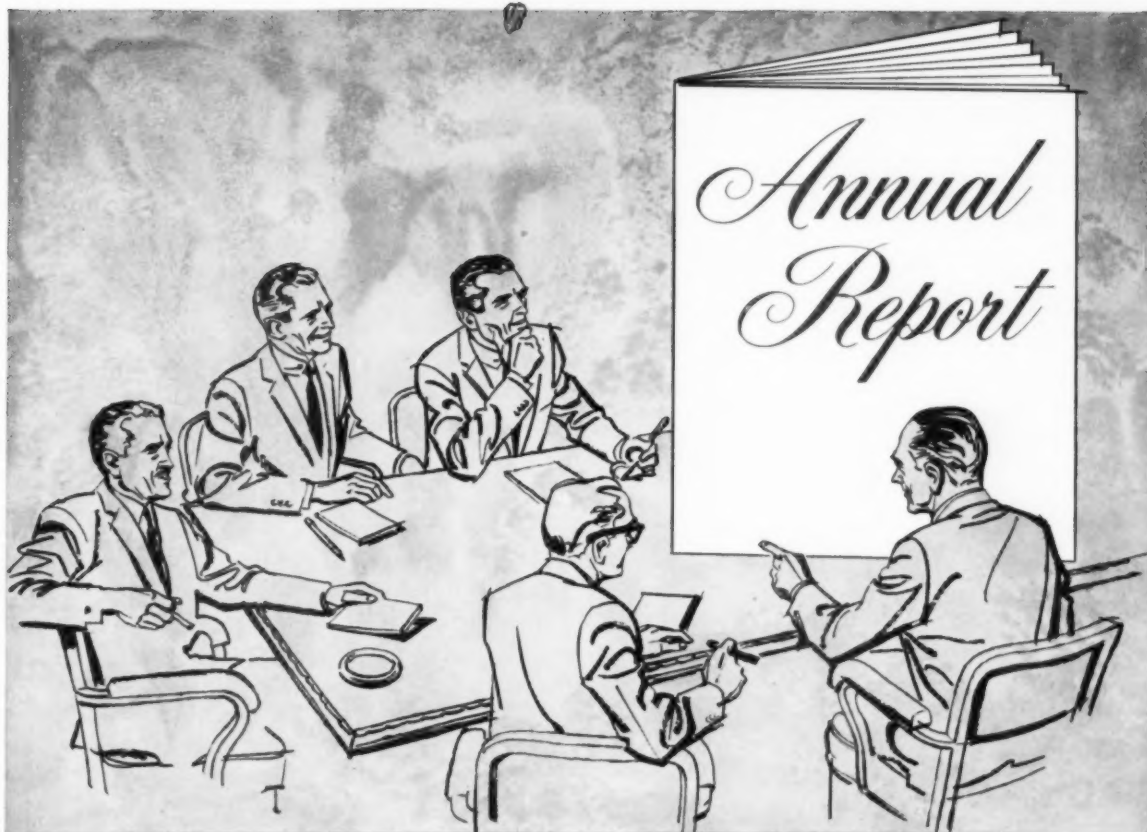
On the way back from Montreal had another four days in New York and Garden City, cleaning up loose ends of editorial material...separating mail accumulated while on the road...visiting with friends and relatives.

One last minute trip to United Nations...after lunch at Sardi's with Sallie Weir...now the bags are packed and we are on the way home by Seaboard Railroad. Train travel may be old-fashioned but it is still comfortable and restful. By the time these words are printed and reach you, we will be settled again for Frontporch Scuttlebutt. Hope we can stay put until it's time to leave for Miami and the 1960 DMAA convention. It'll be another big one. Bob DeLay tells me that the Miami booth in the exhibit hall registered over 350, so it's off to a flying start.

Good luck always,



3 Bluff View Drive
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Telephone: JUniper 4-3343



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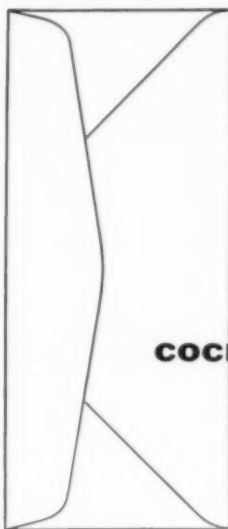


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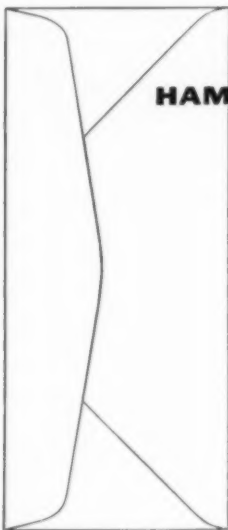
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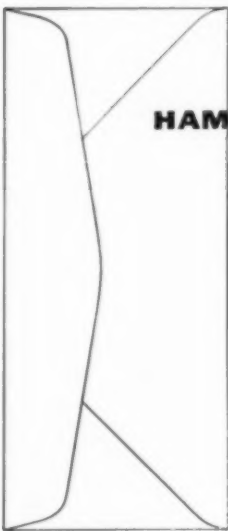
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